TO Dr. Joy Landeira, Department Head of Modern & Classical Language

FROM Jayne Pearce

DATE 20 November 2023

SUBJECT Bachelor of European Language, Literature, and Film Studies

***Request from Dr. Joy Landeira:***

*Executive Summary of Demand Statistics\**

*Describe and outline:*

1. *Market area and primary target markets.*
2. *Educational market and student demand statistics, including peer comparisons of the size of enrollment, completions, and size trajectory (growth, decline) of comparator programs.*
3. *Employment trends and projections given core competencies of the degree or certificate.*
4. *Graduate salary trends and other post-completion trends.*

*\*available from Gray Associates data subscription*

***Caveats:***

* Gray Associates database uses approximately twelve different data sources to determine results. Slightly lagging data from the United States Department of Education, United States Department of Labor, and United States Federal Statistical System as well as current data from Google, job/employment market (Indeed, Monster, public state job postings, etc…), and various web pages and proprietary partnership resources to determine higher education institutional marketing costs, international student interest, completions, program employment and student demand, etc… There are approximately 14,000 different CIP (Classification of Instructional Programs) Codes and Gray will determine results for each code, within different markets (National, Wyoming…), and at the various award levels (undergraduate certificate, bachelor, post-baccalaureate certificate, master, post-master certificate, and doctoral). To my knowledge it is still a one of a kind (sole source) product that Online & Continuing Education subscribes to and if you would like access and training just let me know. All data in this report is from Gray Associates unless otherwise noted.
* Higher education institutions do make mistakes when reporting to the United States Department of Education just as people falsely alter their income, occupation, and other data collection attributes when answering the American Community Survey or US Census…
* Programs reported as online adhere to the below definition. According to the United States Department of Education, IPEDS (Integrated Postsecondary Education System):
  + Distance education (DE) is education that uses one or more types of technology to deliver instruction to students who are separated from the instructor and to support regular and substantive interaction between the students and the instructor synchronously or asynchronously. The following types of technology may be used for distance instruction: a) Internet; b) Satellite or wireless communication; and c) Audio and video conferencing. A Distance Education program for which all the required coursework for program completion can be completed **entirely** via Distance Education courses. <https://nces.ed.gov/ipeds/use-the-data/distance-education-in-ipeds>
* The pandemic likely influenced program completion numbers. This analysis focuses on 3 years 2019, 2020 and 2021 program completions, 2022 program completions will be ready in December 2023-January 2024. A five percent decrease in completion numbers from previous years is reasonable (my assumption-some may disagree), notable would be completion increases or completions remaining constant.
* International student enrollment & completions numbers are influenced by political factors, plus the pandemic.

***Best practice to attract the adult online learner:***

* 100% asynchronously delivered
* 7-8 week courses
* Carousel course rotation (courses offered to meet student demand as they step in and out or attempt to move quickly through the program)
* Interactive and engaging courses built with the assistance of professional instructional designers to Quality Matters standards
* Targeted marketing (Office of Online & Continuing is currently developing a marketing strategy, has one professional marketing staff member and will begin target marketing on some programs starting November 2023 for Spring 2024 enrollment)
* Specific Program Recruitment specialist-expected start date November 2023, Recruitment Specialist expected late 2024/early 2025
* Market tuition rates per program
  + In most cases the adult online learner asks themselves: Will this degree allow me to earn more money? Increase my employment opportunities? Get a promotion with my current employer?
  + The adult learner willingly pays more in tuition for convenience (100% asynchronously delivered-anytime anywhere education).

***Dual Enrollment***

* The Office of Online & Continuing Education in the near future will be promoting dual enrollment. Data suggests that dual enrollment provides an opportunity to introduce Wyoming high school students to the University of Wyoming with the hope to grow interest, a since of belonging and enrollments. Certainly, there are opportunities in providing and promoting online foreign language courses as well as a ‘to be developed’ YouTube video or YouTube tv, or YouTube film course that may spark interest in the new major for potential new students. Perhaps a workshop/hand-on type course during the summer that allows for Wyoming high school students to attend on campus and earn college credit.

***Classification of Instructional Program (CIP) definitions used to define:***

National Center for Education Statistics (NCES), Classification of Instructional Programs (CIP) Code Definitions, <https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

**THREE SPECIFIC AREAS OF ANALYSIS**

**Area Studies in Europe 05.01**

**European Studies/Civilization 05.0106**

A program that focuses on the history, society, politics, culture, and economics of one or more of the peoples of the European Continent, including the study of European migration patterns and colonial empires.

**Latin American Studies 05.0107**

A program that focuses on the history, society, politics, culture, and economics of one or more of the Hispanic peoples of the North and South American Continents outside Canada and the United States, including the study of the Pre-Columbian period and the flow of immigrants from other societies.

**Western European Studies 05.0114**

A program that focuses on the history, society, politics, culture, and economics of one or more of the peoples of historical Western Europe, defined as including Britain, Ireland, France, the Low Countries, the Iberian Peninsula, Italy, the Western Mediterranean, and related island groups and borderlands.

**French Studies 05.0124** A program that focuses on the history, society, politics, culture, and economics of France, other Francophone countries inside and outside Europe, and the French colonial experience and the associated French minorities around the world.

**German Studies 05.0125** A program that focuses on the history, society, politics, culture, and economics of Germany, the neighboring countries of Austria and Switzerland, the German minorities in neighboring European countries, and the historical areas of German influence across Europe and overseas.

**Spanish and Iberian Studies 05.0130** A program that focuses on the history, society, politics, culture, and economics of the peoples of the Iberian Peninsula and related island groups and border regions from earliest times to the present, with particular emphasis on the development of Spain and Portugal but including other historical and current cultures.

**Area Studies, Other 05.0199** Any instructional program in specifically defined area studies not listed above.

**Foreign Languages, Literature, and Linguistics in Europe 16**

**Foreign Languages and Literatures, General 16.0101** A general program that focuses on one or more modern foreign languages that is not specific as to the name of the language(s) studied; that is otherwise undifferentiated; or that introduces students to language studies at the basic/elementary level.

**Linguistics 16.0102**A program that focuses on language, language development, and relationships among languages and language groups from a humanistic and/or scientific perspective. Includes instruction in subjects such as psycholinguistics, behavioral linguistics, language acquisition, sociolinguistics, mathematical and computational linguistics, grammatical theory and theoretical linguistics, philosophical linguistics, philology and historical linguistics, comparative linguistics, phonetics, phonemics, dialectology, semantics, functional grammar and linguistics, language typology, lexicography, morphology and syntax, orthography, stylistics, structuralism, rhetoric, and applications to artificial intelligence.

**Comparative Literature 16.0104** A program that focuses on two or more literary traditions in the original languages or in translation. Includes instruction in comparative linguistics; applicable foreign languages; English/French language and literature; literary criticism; and applications to genre, period, national, and textual studies as well as literary forms such as poetry, prose, and drama.

**Applied Linguistics 16.0105** A program that focuses on language-related concerns in the everyday world, including language education, acquisition of first and additional languages, discourse analysis, language assessment, literacy, and language policy and planning. Includes instruction in linguistic theory; language teaching and learning; discourse analysis; language and cognition; and language, culture, and identity.

**German Language, Literature, and Linguistics, General 16.0500** A general program that focuses on one or more of the Germanic languages of Western, Central, and Northern Europe. Includes instruction in philology; linguistics; dialects and pidgins; literature; and applications to business, science/technology, and other settings.

**German Language and Literature 16.0501** A program that focuses on the German language and related dialects. Includes instruction in philology; dialects; and applications to business, science/technology, and other settings.

**German Language, Literature, and Linguistics, Other 16.0599** Any instructional program in Germanic languages, literatures, and linguistics not listed above.

**Romance Languages, Literature, and Linguistics, General 16.0900** A general program that focuses on one or more of the Romance languages of Western, Central, and Southern Europe. Includes instruction in philology; linguistics; dialects and pidgins; literature; and applications to business, science/technology, and other settings.

**French Language and Literature 16.0901** A program that focuses on the French language and related dialects and creoles. Includes instruction in philology; Metropolitan French; Canadian French; African and Caribbean Creoles; dialects; and applications in business, science/technology, and other settings.

**Spanish Language and Literature 16.0905** A program that focuses on the Spanish language and related dialects. Includes instruction in philology; Modern Castillan; Latin American and regional Spanish dialects; and applications in business, science/technology, and other settings.

**Hispanic & Latin American Language, Literature, Linguistics, General 16.0908** A program that focuses on the languages and literatures of the Spanish- and Portuguese-speaking areas of the world, including the Iberian, Latin American, and Lusophone worlds. Includes instruction in Spanish and Portuguese language and linguistics; regional and Latin American dialects; and Spanish, Portuguese, Spanish American, Luso-Brazilian, and Chicano literature.

**Romance Language, Literature, Linguistics, Other 16.0999** Any instructional program in Romance languages, literatures, and linguistics not listed above.

**Classics, Classical Language, Literature, and Linguistics, General 16.1200** A general program that focuses on the literary culture of the ancient Graeco-Roman world and the Greek and Latin languages and literatures and their development prior to the fall of the Roman Empire.

**Latin Language & Literature 16.1203** A program that focuses on the Latin language and literature from its origins through its decline and its current ecclesiastical usage, as a secular and/or theological subject. Includes instruction in philology, related Italic dialects, Late Roman and Medieval Latin, and modern Church Latin.

**Film Studies**

**Film/Cinema/Media Studies 50.0601** A program in the visual arts that focuses on the study of the history, development, theory, and criticism of the film/media arts, as well as the basic principles of filmmaking and film production.

1. **MARKET AREA AND PRIMARY TARGET MARKET:**
   1. There is not a specific CIP Code for the proposed program in European Languages, Literature, and Film Studies therefore three (3) areas of analysis will be considered to capture the market and viability of the program, they are: a) Area Studies in Europe; b) Foreign Languages, Literature, and Linguistics in Europe; and c) Film Studies. See above for the specific 6-digit CIP Code definitions within each area of analysis.
   2. The market area considered is Wyoming, the regional surrounding states (CO, NE, SD, ND; MT, ID, and UT), and the nation.
   3. Below you will find program completion numbers for Wyoming, the surrounding states, and the nation including webpage links to curriculum, program descriptions and a brief discussion of the programs offered in the nation with the highest completions.
   4. **Analysis in the next section (bottom of page 16) of this report.**

**Area Studies in Europe**

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| **National Bachelor Completions** | | | | | | | | | |
| **AREA STUDIES IN EUROPE 05.01** | | | | | | | | | |
| National Completions (05.0106; 05.0107; 05.0114; 05.0124; 05.0125; 05.0130; 05.0199) | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| **National TOTAL** | 7 | 1,465 | 1,472 | 8 | 1,424 | 1,432 | 8 | 1,279 | 1,287 |
| 05.0199 University of North Carolina, Chapel Hill | 0 | 158 | 158 | 0 | 171 | 171 | 0 | 155 | 155 |
| 05.0199 University of Washington, Seattle Campus | 0 | 148 | 148 | 0 | 130 | 130 | 0 | 103 | 103 |
| 05.0199 University of Missouri, Columbia | 0 | 79 | 79 | 0 | 76 | 76 | 0 | 70 | 70 |
| 05.0199 Virginia Commonwealth University | 0 | 63 | 63 | 0 | 57 | 57 | 0 | 60 | 60 |
| 05.0199 University of South Carolina, Columbia | 0 | 20 | 20 | 0 | 32 | 32 | 0 | 45 | 45 |
|  | | | | | | | | | |
| **AREA STUDIES IN EUROPE 05.01 - webpage links to area studies programs and if they have a film studies program** *(as noted previously in this report it is very difficult to determine which programs from an undergraduate master program list are used to meet the 'other' category of CIP Code definitions)* | | | | | | | | | |
| 05.0199 University of North Carolina, Chapel Hill | Program Title: Contemporary European Studies (an academic combined program, using the 'other' category definition); https://europe.unc.edu/euro/ | | | | | | | | |
| 05.0199 University of Washington, Seattle Campus | Program Title: Comparative History (an academic combined program using the 'other' category definition); https://chid.washington.edu/ba-comparative-history-ideas Plus, the University of Washington has a cinema media studies program https://cinema.washington.edu/ba-cinema-media-studies | | | | | | | | |
| 05.0199 University of Missouri, Columbia | Speculation is that the University of Missouri has combined various 'area study' programs and reported them as one in the 'other' category; https://majors.missouri.edu/international-studies-latin-american-studies-ba/; They also have a film studies program https://majors.missouri.edu/film-studies-ba/ | | | | | | | | |
| 05.0199 Virginia Commonwealth University | Speculation is that Virginia Commonwealth University has combined various 'area study' programs and reported them as one in the 'other' category; https://worldstudies.vcu.edu/academics/degrees/ AND https://worldstudies.vcu.edu/academics/degrees/ba-in-foreign-language/ AND https://ids.vcu.edu/ | | | | | | | | |
| 05.0199 University of South Carolina, Columbia | Speculation is that the University of South Carolina has combined various 'area study' programs and reported them as one in the 'other' category; https://sc.edu/study/majors; Note-they also offer a film & media studies bachelor; https://sc.edu/degrees/film-and-media-studies-ba.php | | | | | | | | |
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| **Regional Bachelor Completions** | | | | | | | | | |
| **AREA STUDIES IN EUROPE 05.01** *(The University of Utah, BYU, Utah State University, and University of Northern Colorado appear to mirror national programs that have combined various 'area studies' into the 'other' category.)* | | | | | | | | | |
| Regional Completions | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| CO - Colorado College, French Studies, 05.0124 | 0 | 3 | 3 | 0 | 2 | 2 | 0 | 3 | 3 |
| CO - University of Northern Colorado, **European Studies**, 05.0106 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| ID - University of Idaho, Latin American Studies, 05.0107 | 0 | 5 | 5 | 0 | 2 | 2 | 0 | 4 | 4 |
| MT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ND | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NE - University of Nebraska, Omaha, Latin American Studies, 05.0107 | 0 | 4 | 4 | 0 | 4 | 4 | 0 | 5 | 5 |
| NE - University of Nebraska, Lincoln, Latin American Studies, 05.0107 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 1 |
| SD | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| UT - BYU, Latin American Studies, 05.0107 | 0 | 36 | 36 | 0 | 28 | 28 | 0 | 25 | 25 |
| UT - Utah State University, **Area Studies**, 05.0199 | 0 | 25 | 25 | 0 | 37 | 37 | 0 | 22 | 22 |
| UT - BYU, **European Studies**, 05.0106 | 0 | 0 | 0 | 0 | 3 | 3 | 0 | 6 | 6 |
| UT - University of Utah, Latin American Studies, 05.0107 | 0 | 6 | 6 | 0 | 8 | 8 | 0 | 6 | 6 |
| UT - Westminster College, Latin American Studies, 05.0107 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 2 | 2 |
| UT - University of Utah, **Area Studies**, 05.0199 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| WY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Regional TOTAL** | **0** | **82** | **82** | **0** | **87** | **87** | **0** | **75** | **75** |

**Foreign Language, Literature, and Linguistics in Europe**

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| **National Bachelor Completions** | | | | | | | | | |
| **FOREIGN LANGUAGES, LITERATURE, AND LINGUISTICS 16** *(note: BYU has the 6th largest completions in the nation in 2021)* | | | | | | | | | |
| National Completions (16.0101; 16.0102; 16.0104; 16.0105; 16.0500; 15.0501; 16.0599; 16.0900; 15.0901; 16.0905; 16.0908; 16.0999; 16.1200; 16.1203) | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| **National TOTAL** | 132 | 19,553 | 19,685 | 139 | 19,536 | 19,675 | 213 | 18,240 | 18,453 |
| 16.0905 Spanish Language & Literature, University of Wisconsin, Madison | 0 | 155 | 155 | 0 | 145 | 145 | 0 | 150 | 150 |
| 16.0904 **Comparative Literature**, University of California, Santa Cruz | 0 | 145 | 145 | 0 | 159 | 159 | 0 | 146 | 146 |
| 16.0905 Spanish Language & Literature, University of Michigan, Ann Arbor | 0 | 114 | 114 | 0 | 103 | 103 | 0 | 118 | 118 |
| 16.0905 Spanish Language & Literature, University of California, Davis | 0 | 118 | 118 | 0 | 114 | 114 | 0 | 113 | 113 |
| 16.0905 Spanish Language & Literature, University of New Mexico, Main Campus | 0 | 84 | 84 | 0 | 92 | 92 | 0 | 104 | 104 |
| 16.0905 Spanish Language & Literature, **BYU** | 0 | 86 | 86 | 0 | 119 | 119 | 0 | 96 | 96 |
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| **FOREIGN LANGUAGE, LITERATURE, AND LINGUISTICS IN EUROPE 05.01 - webpage links to foreign language, literature, and linguistics programs** *(The University of California, Santa Cruz combines various languages, literature, and linguistics into a Comparative Literature program, one of the top five programs in the nation that is not Spanish Language, Literature, and Linguistics)* | | | | | | | | | |
| 16.0904 Comparative Literature, University of California, Santa Cruz | https://admissions.ucsc.edu/programs/language-studies | | | | | | | | |
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| **Regional Bachelor Completions** | | | | | | | | | |
| **FOREIGN LANGUAGES, LITERATURE, AND LINGUISTICS 16** *(Top five (5) programs in regional states except Wyoming)* | | | | | | | | | |
| Regional Completions | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| **CO TOTAL Completions (Top 5 CO programs below)** | **0** | **333** | **333** | **0** | **301** | **301** | **0** | **286** | **286** |
| CO - University of Colorado, Boulder, Spanish Language & Literature, 16.0905 | 0 | 39 | 39 | 0 | 42 | 42 | 0 | 52 | 52 |
| CO - Colorado State University, Fort Collins, Foreign Language & Literature, 16.0101 | 0 | 48 | 48 | 0 | 58 | 58 | 0 | 42 | 42 |
| CO - University of Colorado, Boulder, Linguistics 16.0102 | 0 | 32 | 32 | 0 | 28 | 28 | 0 | 36 | 36 |
| CO - University of Denver, Spanish Language & Literature 16.0905 | 0 | 34 | 34 | 0 | 29 | 29 | 0 | 33 | 33 |
| CO - Metropolitan State University of Denver, Foreign Language & Literature, 16.0101 | 0 | 46 | 46 | 0 | 22 | 22 | 0 | 17 | 17 |
| **ID TOTAL Completions (Top 5 ID programs below)** | **0** | **113** | **113** | **0** | **89** | **89** | **10** | **62** | **72** |
| ID - Idaho State University, Spanish Language & Literature, 16.0905 | 0 | 22 | 22 | 0 | 20 | 20 | 10 | 18 | 28 |
| ID - Boise State University, Spanish Language & Literature, 16.0905 | 0 | 31 | 31 | 0 | 31 | 31 | 0 | 18 | 18 |
| ID - University of Idaho, Spanish Language & Literature, 16.0905 | 0 | 33 | 33 | 0 | 16 | 16 | 0 | 15 | 15 |
| ID - Boise State University, French Language & Literature, 16.0901 | 0 | 7 | 7 | 0 | 4 | 4 | 0 | 3 | 3 |
| ID - University of Idaho, French Language & Literature, 16.0901 | 0 | 2 | 2 | 0 | 4 | 4 | 0 | 3 | 3 |
| **MT TOTAL Completions (Top 5 MT programs below)** | **0** | **51** | **51** | **0** | **48** | **48** | **0** | **40** | **40** |
| MT - Montana State University, Foreign Language & Literature, 16.0101 | 0 | 22 | 22 | 0 | 20 | 20 | 0 | 21 | 21 |
| MT - University of Montana, Spanish Language & Literature, 16.0905 | 0 | 12 | 12 | 0 | 10 | 10 | 0 | 4 | 4 |
| MT - University of Montana, German Language & Literature, 16.0501 | 0 | 5 | 5 | 0 | 3 | 3 | 0 | 3 | 3 |
| MT - Carroll College, French Language & Literature, 16.0901 | 0 | 2 | 2 | 0 | 5 | 5 | 0 | 3 | 3 |
| MT - Carroll College, Spanish Language & Literature, 16.0905 | 0 | 3 | 3 | 0 | 2 | 2 | 0 | 3 | 3 |
| **NE TOTAL Completions (Top 5 NE programs below)** | **0** | **134** | **134** | **0** | **152** | **152** | **0** | **108** | **108** |
| NE - University of Nebraska, Omaha, Foreign Language & Literature, 16.0101 | 0 | 24 | 24 | 0 | 34 | 34 | 0 | 24 | 24 |
| NE - Creighton University, Spanish Language & Literature, 16.0905 | 0 | 12 | 12 | 0 | 14 | 14 | 0 | 18 | 18 |
| NE - University of Nebraska, Lincoln, Spanish Language & Literature, 16.0905 | 0 | 33 | 33 | 0 | 43 | 43 | 0 | 16 | 16 |
| NE - University of Nebraska, Lincoln, German Language & Literature, 16.0501 | 0 | 10 | 10 | 0 | 11 | 11 | 0 | 12 | 12 |
| NE - Nebraska Wesleyan University, Foreign Language & Literature, 16.0101 | 0 | 9 | 9 | 0 | 7 | 7 | 0 | 9 | 9 |
| **ND TOTAL Completions (Top 5 ND programs below)** | **0** | **41** | **41** | **0** | **32** | **32** | **0** | **38** | **38** |
| ND - University of North Dakota, Spanish Language & Literature, 16.0905 | 0 | 12 | 12 | 0 | 15 | 15 | 0 | 12 | 12 |
| ND - University of North Dakota, French Language & Literature, 16.0901 | 0 | 7 | 7 | 0 | 4 | 4 | 0 | 7 | 7 |
| ND - North Dakota State University, Main Campus, Spanish Language & Literature, 16.0905 | 0 | 9 | 9 | 0 | 5 | 5 | 0 | 7 | 7 |
| ND - North Dakota State University, Main Campus, French Language & Literature, 16.0901 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 4 | 4 |
| ND - University of North Dakota, Foreign Language & Literature, 16.0101 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 2 | 2 |
| **SD TOTAL Completions (Top 5 SD programs below)** | **0** | **64** | **64** | **0** | **61** | **61** | **1** | **68** | **69** |
| SD - Augustana University, Spanish Language & Literature 16.0905 | 0 | 13 | 13 | 0 | 12 | 12 | 0 | 22 | 22 |
| SD - South Dakota State University, Spanish Language & Literature 16.0905 | 0 | 27 | 27 | 0 | 19 | 19 | 0 | 19 | 19 |
| SD - University of South Dakota, Spanish Language & Literature 16.0905 | 0 | 7 | 7 | 0 | 11 | 11 | 0 | 9 | 9 |
| SD - Augustana University, French Language & Literature 16.0901 | 0 | 0 | 0 | 0 | 3 | 3 | 0 | 4 | 4 |
| SD - Augustana University, German Language & Literature 16.0501 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 3 | 3 |
| **UT TOTAL Completions (Top 5 UT programs below)** | **0** | **354** | **354** | **0** | **382** | **382** | **0** | **339** | **339** |
| UT - BYU, Spanish Language & Literature, 16.0905 | 0 | 86 | 86 | 0 | 119 | 119 | 0 | 96 | 96 |
| UT - BYU, Linguistics, 16.0102 | 0 | 60 | 60 | 0 | 49 | 49 | 0 | 42 | 42 |
| UT - Weber State University, Spanish Language & Literature, 16.0905 | 0 | 27 | 27 | 0 | 31 | 31 | 0 | 32 | 32 |
| UT - BYU, French Language & Literature, 16.0901 | 0 | 24 | 24 | 0 | 13 | 13 | 0 | 23 | 23 |
| UT - University of Utah, Spanish Language & Literature, 16.0905 | 0 | 28 | 28 | 0 | 22 | 22 | 0 | 22 | 22 |
| **WY TOTAL Completions** | **0** | **35** | **35** | **0** | **23** | **23** | **0** | **19** | **19** |
| WY - University of Wyoming, Spanish Language & Literature, 16.0905 | 0 | 30 | 30 | 0 | 22 | 22 | 0 | 16 | 16 |
| WY - University of Wyoming, French Language & Literature, 16.0901 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 3 | 3 |
| WY - University of Wyoming, German Language & Literature, 16.0501 | 0 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Regional TOTAL** | **0** | **1,125** | **1,125** | **0** | **1,088** | **1,088** | **0** | **971** | **971** |

**Film Studies**

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| **National Bachelor Completions** | | | | | | | | | |
| **FILM STUDIES 50.0601** | | | | | | | | | |
| National Completions 50.0601 | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| **National TOTAL** | **0** | **4,113** | **4,113** | **0** | **4,279** | **4,279** | **22** | **4,209** | **4,231** |
| San Francisco State University, CA | 0 | 201 | 201 | 0 | 218 | 218 | 0 | 238 | 238 |
| Georgia State University, GA | 0 | 189 | 189 | 0 | 217 | 217 | 0 | 235 | 235 |
| University of California, Santa Barbara | 0 | 154 | 154 | 0 | 159 | 159 | 0 | 182 | 182 |
| University of California, Long Beach | 0 | 162 | 162 | 0 | 114 | 114 | 0 | 178 | 178 |
| University of California, Irvine | 0 | 117 | 117 | 0 | 125 | 125 | 0 | 167 | 167 |

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| **FILM STUDIES 50.0601 - webpage links to film studies programs** | |
| San Francisco State University, CA | Program Title: Bachelor of Arts in Cinema; https://bulletin.sfsu.edu/colleges/liberal-creative -arts/cinema/ba-cinema/ AND https://bulletin.sfsu.edu/colleges/liberal-creative-arts/cinema/ba-cinema/#degreerequirementstext |
| Georgia State University, GA | Program Title: Film and Media, B.A. | Georgia State University (gsu.edu) AND https://catalogs.gsu.edu/preview\_program.php?catoid=13&poid=3268&returnto=1428 |
| University of California, Santa Barbara | Program Title: Film & Media Studies; https://my.sa.ucsb.edu/catalog/Current/CollegesDepartments/ls-intro/flmst.aspx?DeptTab=Undergraduate |
| University of California, Long Beach | Program title: Department of Film and Electronic Arts; Theory & Practice of Cinema or Narrative Production https://www.csulb.edu/department-of-film-electronic-arts/academic -programs |
| University of California, Irvine | Program title: Film & Media Studies; https://catalogue.uci.edu/schoolofhumanities/departmentoffilmandmediastudies/filmand mediastudies\_ba/#requirementstext |

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| **Regional Bachelor Completions** | | | | | | | | | |
| **FILM STUDIES 50.0601** | | | | | | | | | |
| Regional Completions | 2019 Online | 2019 Onground | 2019 Total | 2020 Online | 2020 Onground | 2020 Total | 2021 Online | 2021 Onground | 2021 Total |
| **CO Total Completions** | **0** | **91** | **91** | **0** | **89** | **89** | **0** | **114** | **114** |
| CO - University of Colorado, Boulder | 0 | 78 | 78 | 0 | 73 | 73 | 0 | 101 | 101 |
| CO - University of Denver | 0 | 9 | 9 | 0 | 16 | 16 | 0 | 13 | 13 |
| CO - Colorado College | 0 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| **ID Total Completions** | **0** | **3** | **3** | **0** | **12** | **12** | **0** | **19** | **19** |
| ID - Boise State University | 0 | 1 | 1 | 0 | 7 | 7 | 0 | 13 | 13 |
| ID - University of Idaho | 0 | 0 | 0 | 0 | 5 | 5 | 0 | 6 | 6 |
| ID - Idaho State University | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Montana** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **North Dakota** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **NE - University of Nebraska, Lincoln Total Completions** | **0** | **6** | **6** | **0** | **17** | **17** | **0** | **13** | **13** |
| **South Dakota** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **Utah Total Completions** | **0** | **184** | **184** | **0** | **179** | **179** | **0** | **167** | **167** |
| UT - University of Utah | 0 | 139 | 139 | 0 | 137 | 137 | 0 | 123 | 123 |
| UT - BYU | 0 | 45 | 45 | 0 | 42 | 42 | 0 | 44 | 44 |
| **Wyoming** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **Regional TOTAL** | **0** | **284** | **284** | **0** | **297** | **297** | **0** | **313** | **313** |

1. **EDUCATIONAL MARKET AND STUDENT DEMAND STATISTICS, INCLUDING PEER COMPARISONS OF THE SIZE OF ENROLLMENT, COMPLETIONS, AND SIZE TRAJECTORY (GROWTH, DECLINE) OF COMPARATOR PROGRAMS.**
2. Findings:
   * 1. Nationally, a medium size program (23,971 bachelor completions in 2021) when all three areas of analysis are combined.
     2. Regionally, 1,359 bachelor completions in 2021 when all three areas of analysis are combined.
     3. 5.669% of all completions occurred in this region (WY, CO, NE, SD, ND, MT, ID, and UT), 19 bachelor completions only in one area of analysis (language) occurred in Wyoming. The University of Wyoming contributed 0.079% of the completions nationally and 1.398% regionally in this analysis in 2021.
     4. All (on ground & online) Area Studies completions declined by 12.567% nationally and 8.536% regionally from 2019 to 2021.
     5. All (on ground & online) Language completions declined by 6.258% nationally and 13.688% regionally from 2019 to 2021
     6. All (on ground & online) Film Studies completions increased by 2.868% nationally and 10.211% regionally from 2019 to 2021.
     7. Specifically online completions in Area Studies nationally increased by 14.285% from 2019-2021. There are no regional online programs. *Signifying a moderate program opportunity for the University of Wyoming.*
     8. Specifically online completions in Foreign Language, Literature, and Linguistics nationally increased by 61.363% from 2019-2021. There are no regional online programs. *Signifying an emerging and strong program opportunity for the University of Wyoming*
     9. Specifically online completions in Film Studies nationally increased from 0 in 2019 to 22 in 2021. There are no regional online programs. *Signifying an emerging and strong program opportunity for the University of Wyoming*
     10. Program transfer opportunities are very limited based on associate award level completions in Film Studies 50.0601 – 188 completions nationally in 2021, only one of the CIP Codes analyzed in the Area Studies grouping 05.0199 – 52 completions nationally in 2021, and only one of the CIP Codes analyzed in the Foreign Language, Literature, and Linguistics grouping 16.0101 – 4 completions nationally in 2021
     11. International recruitment opportunity. This is not a US Department of Homeland Security STEM approved program and the international page view indicator within the Gray Associates database is not significant. Alerting the UW international student recruitment office of this program is still strongly suggested. In fact, this program could grow to be a niche opportunity for the University of Wyoming given the language and area study skills embedded with film studies.
     12. Statewide tourism, the western mystic, and popular western film/television programing also suggests that a program such as this could develop into a niche opportunity for the University of Wyoming. *[Joy: consider checking with the Wyoming Tourism office and recent/current legislation regarding filming (production activities) on state land, etc….to determine if there could be internships or other hands-on learning opportunities for students, perhaps at Wyoming Public TV in Riverton, WY or maybe Wyoming Public Media]*
3. **Overall findings**
   1. **The market is medium size, there is regional and potentially statewide interest in a European Language, Literature, and Film Studies program. The completion numbers signify strong student demand. While on ground enrollments/students are important at the University of Wyoming, an online program has the best chance of high enrollment numbers (50+ completions annually). As noted above, there are very few online programs in a) area studies; b) foreign language, literature, and linguistics; and c) film studies**
4. **Employment trends and projections given core competencies of the degree or certificate.**
   1. BLS Three-year historic employment growth in area studies is strong.
   2. BLS Three-year historic employment growth in foreign language, literature, and linguistics and film studies is moderate.
   3. BLS Future job growth 10-year projections are very strong in all three areas of analysis: a) area studies; b) foreign language, literature, and linguistics, and c) film studies.
   4. For those currently working in the field data revealed that 15% in area studies have a bachelor degree, 33% in foreign language, literature, and linguistics have a bachelor degree, and 53% in film studies have a bachelor degree. Data also revealed that 32% in area studies have a master degree, 18% in foreign language, literature, and linguistics have a master degree, and 26% in film studies have a master degree all suggesting there may be an opportunity for a master award level program at the University of Wyoming in the future.
5. **Graduate salary trends and other post-completion trends.**
   1. Below is BLS mean annual wage nationwide in 2021

|  |  |  |
| --- | --- | --- |
| **BLS Mean Wages (regional and national)** | | |
| Program | Regional Wage | National Wage |
| Area Studies | $76,810 | $89,420 |
| Foreign Language, Literature, and Linguistics | $55,281 | $53,127 |
| Film Studies | $59,240 | $63,142 |
| **AVERAGE** | **$63,777** | **$68,563** |