**Needs and Competitive Analysis – CONCENTRATIONS**

The Needs and Competitive Analysis will be prepared as part of the [New Concentration proposal](https://www.nyit.edu/files/academic_affairs/2021_New_Concentration_Proposal.docx) and is intended to give the Dean’s Council a sense of the needs and competition for the concentration. It is recommended that the proposer complete the Needs and Competitive Analysis before developing the full curriculum.

I. The Needs and Competitive Analysis for the Preliminary Proposal should include the following:

* A preliminary statement addressing how the concentration meets the needs of current and prospective students
* An EMSI report, generated in collaboration with Research, Assessment, and Decision Support (RADS) using this form: [[EMSI Program Analysis Report Request Form](https://www.nyit.edu/files/academic_affairs/84_EMSI_concentration_or_Report_Request_Form_2021.docx)]
* A 1-2 page analysis of the EMSI report, with a particular emphasis on new skills or innovations that will be relevant to demand for the concentration and the potential job market for graduates
* Other evidence, as needed, to indicate that the concentration merits approval. Evidence may include:
  1. Local or national degree completions indicating that the parent program is in a growing field
  2. A scan of the local market indicating that the concentration is needed to remain competitive
  3. Other market/needs data known to experts in the field that may not be obvious to others

II. If the Preliminary Proposal is approved to move forward, the full proposal for the new concentration should address the following Needs and Competitive Analysis questions:

1. How will the concentration enhance differentiation of New York Tech program completers from graduates of competing programs?
2. How does the concentration compare to relevant peer and aspirant institutions?
3. Are there opportunities to innovate in the concentration (e.g. online offerings, stackable degrees, other microcredentials, etc.)?