

KU Edwards Campus Triangle Research Executive Summary January 2, 2008

From October through mid-December 2007, a three-part study was conducted by DeSieghardt Strategic Communications of Stilwell, Kansas, on behalf of the KU Edwards Campus.

The study sought to determine what – if any – educational programming expansion should be considered by the Edwards Campus by studying the current and future human resource needs among Kansas City’s leading employers and matching that with a comprehensive evaluation of interest in targeted potential degree programs among Johnson County residents ages 25 to 45.

The components of this study were as follows:

- **Measurement of the current need**

For eight consecutive weeks, job opportunities in the Kansas City metropolitan area were tracked via the Web sites of Kansas City’s major employers. This tracking focused exclusively on the job categories whose educational requirements would match the potential degree programs being considered by the KU Edwards Campus.

- **Evaluation of interest among potential students in further education, generally, and in specific targeted programs**

A telephone study was conducted with 1,000 Johnson County residents ages 25 to 45. In this study, respondents were asked about their current educational status and their likelihood of going to (or returning to) school in the next three to five years to enhance that status. Those who said they were at least “somewhat likely” to go to/return to school during that time frame were presented with specific educational programs for consideration. (The complete survey results appear in the Appendix.)

- **Vision of the future**

To evaluate what the future may hold for the Kansas City area – and what educational programming will need to be initiated or expanded to provide enough human talent to fulfill that potential future – interviews were conducted with civic and business leaders across the metropolitan area.

The results of this research suggest quite clearly that there is a significant need today for more talent, that there is meaningful interest among potential students for most of the educational programs being considered by the Edwards Campus, and that our community's likelihood of taking full advantage of the opportunities on the horizon hinges on the availability of training and on a solid, unified strategy to retain and attract those who can make this vision a reality. Specifically:

The current need in the targeted areas is sizeable in some categories and acute in others.

Over a two-month period, the average weekly count of unfilled jobs in the targeted careers among Kansas City's top 26 employers (private industry) was 1,487.

It is likely that even this significant number is quite conservative, as the titles of available positions were carefully scrutinized and any error was on the side of exclusion of a job which may or may not fit within the category, rather than inclusion. It also seems quite likely that this number falls short of the actual weekly count, because it includes only the area's largest private employers, meaning that smaller firms who may have only a handful of positions were not included in the count.

Topping the list among the tracked employers were careers requiring a Business or Finance degree (347 jobs per week), followed by Software or IT System design (334), other Information Technology positions (307), Engineering (222), Architecture (91), Science or Research/Science (91), Computer graphics or similar description (73), and GIS (22).

There is encouraging interest among traditional "adult learner"-age potential students living in Johnson County in most of the educational programs being considered for a possible expansion at the Edwards Campus.

While the numbers and percentages that describe the interest among the 1,000 survey participants may seem small to the naked eye, when that level of interest is extrapolated for the county's 25- to 45-year-old population, the picture changes dramatically.

The U.S. Census estimates for 2006 show the population of 25- to 44-year-olds at 169,487. Assuming a modest increase to 170,000 to accommodate the fact that the telephone survey included 45-year-olds as well, the potential student population for the targeted Bachelor's Degree programs under consideration ranges from 1,360 (GIS) to 5,270 (Business). The results for the Master's Degree level coursework is even more dramatic, as the potential student population ranges from 3,400 (GIS) to 10,030 (Business).

The future is rich with opportunities that will not be nearly fully realized unless training is available and the community makes a coordinated effort to market itself to local, regional and national talent.

The civic and business leaders who shared their thoughts via telephone and in-person interviews as part of this process expressed a mixture of excitement and angst about the future of the metropolitan area.

The general consensus was that the community has a chance to continue on a growth curve for engineering, information technology-related fields, telecommunications, and the burgeoning area of biosciences, biotechnology and health care.

However, to reach that potential, the participating leaders said that the community must take strategic steps to work together to make itself more attractive to businesses considering where to locate or expand, and – just as importantly – to “human talent” who tend to select a community first, and then seek employment, rather than the other way around as their parents likely did.

Educational opportunities for working adults are critical to the appeal of a community, because the trend is toward one or more significant career changes during a person’s working life. To effect those changes requires access to education for that second, third (or more) different career.

From a business perspective, the strong desire is for educational institutions (including the KU Edwards Campus) to commingle practical, “soft skills” with the required technical training, so that ramp-up time among new hires – both young and not-so-young – can be shortened. (This is even more important as the length of time a worker stays with a company continues to shrink; the company must maximize what time that worker is on the payroll.)

The Full Report which follows contains the findings from each of the three segments. This is followed by a brief Summary, and an Appendix which contains the complete statistical report of findings from the 1,000-person telephone survey.

**KU Edwards Campus
Triangle Research
Full Report
January 2, 2008**

Seeking to understand the current needs of businesses, the opportunities for the community's future, and the level of interest in expanded educational programming among its traditionally strong marketplace of 25- to 45-year-old Johnson County residents, the KU Edwards Campus commissioned DeSieghardt Strategic Communications, Stilwell, Kansas, to conduct a three-part research study.

The segments of that study were:

- A two-month tracking of weekly job opportunities in selected fields among Kansas City's top 26 (private) employers
- A 1,000-person telephone study of 25- to 45-year-old Johnson County residents to determine their likelihood of returning to school within three to five years to begin (or continue) their educations, and their interest in specific programs being considered by the Edwards Campus
- Interviews with 10 Kansas City area business and civic leaders, seeking to learn from them about the opportunities for our community, and the role that the KU Edwards Campus should play in helping move the metropolitan area toward a desired future.

The results of this three-part initiative show quite clearly that the need in the targeted areas is meaningful to significant today, (and runs the risk of severely impeding the community's growth opportunities, if it is not addressed), and that there is suitable interest among the targeted age group in most of the selected programs to warrant serious consideration as additions to the programmatic offerings at the KU Edwards Campus.

What is also evident is that success – both for the KU Edwards Campus and for the community as a whole as it reaches for the future – will be dictated by a *sustained strategic effort that creates an environment that attracts and retains human talent to fill positions at companies that are here today and those only currently envisioned.*

Findings/Job Tracking

The current need in the targeted areas is sizeable in some categories and acute in others.

Seeking to understand the routine level of job openings in a set of broadly defined categories over an extended time period among Kansas City's 26 largest private (meaning non-government) employers creates its own unique research challenges.

First, there is the obvious challenge of interpreting the varying titles found from company to company across the metropolitan area – a situation that becomes even more significant when cutting through the terminology differences between, for example, the engineering and telecommunications industries.

Second, matching job titles with specific degree programs can be somewhat perplexing, particularly in areas such as Information Technology, where certain titles could seemingly fit under multiple degree programs.

Third, even though a job listing may say “Kansas City” as the location, there is no guarantee that the position will actually reside in the metropolitan area. And, by the same token, positions listed as “United States” may, in fact, offer the applicant the opportunity to select his or her city of residence.

Fourth, while a weekly, two-month long review of the job listings for the metropolitan area's 26 largest private employers certainly provides a picture of the employment challenges among companies with the largest employee groups, it leaves out the lesser employment needs of the metropolitan area's small businesses – an audience that numbers in the thousands.

However, the objective of this component of the research was not to provide a *definitive* count of job opportunities across the metropolitan area in the targeted categories, but rather to offer a general glimpse at the depth of the need based on the openings at the community's biggest employers.

To address the challenges identified above, the following protocol was applied:

- For tracking purposes, jobs were grouped under major categories, such as “business” (meaning requires a Business degree), “engineering,” “architecture,” etc.
- Recognizing that the goal was to develop a general understanding of job openings, those which seemed to potentially fit into more than one category (such as a job titled “architect/engineer”) were assigned to one or the other in equal measure.
- Only those with a Kansas City area location designation were counted.

- In addition to tracking job listings on the Web sites of the top 26 (private) companies, a weekly review of listings in the categories – for other than these specific companies – was undertaken on the general career Web site www.careerbuilder.com. While this, by no means, provides an assurance that *all* metropolitan area job opportunities in the selected fields have been located, it does at least supplement the listings from the “major players” with a glimpse at what the needs are at smaller Kansas City-area employers.

The companies whose job listings were tracked were:

- AT&T
- BKD
- Black & Veatch
- Blue Cross/Blue Shield of Kansas City
- Burns & Mac
- Butler Manufacturing
- Cerner
- Commerce Bank
- Deloitte Touche
- Embarq
- Ernst & Young
- Garmin
- George Butler & Associates
- Great Plains Energy (parent company of KCP&L)
- Hallmark
- H&R Block
- HOK
- HNTB
- Hospital Corporation of America
- KPMG
- Lockton
- Sprint
- Terracon
- Transystems
- UMB
- YRC Worldwide (current name of Yellow Transportation)

The weekly averages were as follows:

- Business or Finance – 347
- Software or IT System design – 334
- Other IT – 307
- Engineering – 222
- Architecture – 91
- Science or Research Science – 91
- Computer graphics or similar description – 73
- GIS – 22

This equals a weekly count in these very broadly defined categories of 1,487 job openings.

Again, it is critical to consider this count a bare minimum of the actual job opportunities in the targeted categories, given the practical limitations associated with the research. If this is indeed the case, then the need in these job categories runs from moderate to significant – a situation that clearly hinders the ability of these targeted companies and, in turn, our community to grow.

Findings/Interest among current potential students

There is encouraging interest among traditional “adult learner”-age potential students living in Johnson County in most of the educational programs being considered for a possible expansion at the Edwards Campus

For the adult learner, the hurdles to beginning (or completing) a college degree are many.

From the pressures of work, to the needs at home, to the cost, to the uncertainty of what coursework would lead to a degree that would provide suitable psychosocial, career and monetary benefits, it's no wonder that deciding to make such a commitment requires much consideration of the balance of benefits and sacrifices.

As such, with the challenge being to better understand the near-future school intentions of Johnson County adult, career-oriented learners (in this case, those ages 25 to 45), the decision was made to go well beyond the traditional 400 sample size for a telephone survey.

Such a number of completed calls produces results that are plus or minus 5% of what they would be if *everyone* in the target audience were surveyed, rather than just 400. But, given the fact that survey respondents would have to state that they were planning a return to school within three to five years to even have the chance to react to the potential new degree programs at the KU Edwards Campus, the decision was made to increase the sample size to 1,000 residents. This produces results which are plus or minus 3%, which is a significant statistical difference.

Respondents were first asked to identify their current educational status from a list of descriptions ranging from “a high school diploma with no college coursework” up to “a Master’s Degree plus some additional graduate level coursework.” (Those with Doctoral Degrees were thanked and the call was terminated, under the assumption that they would be the least likely to be considering further schooling.)

After this identification was complete, respondents were asked whether they anticipated attending school “within the next three to five years” to take whatever would be their next educational step, based on their current status. In other words, those with only a high school diploma were asked about their likelihood of “beginning to pursue a college degree,” etc.

Those who said they were “not very likely,” “not at all likely,” or “don’t know” were asked for their reasons, they were thanked, and the call was then concluded. Interestingly, the most common reasons were fairly consistent – no matter what the respondent’s educational status. Top answers (which were coded from open-ended responses) included:

- I'm satisfied with where I am right now
- I don't want to take time away from my family
- I don't want to go to school
- I'm too busy at work
- Cost

Those who said they would be “very likely” or “somewhat likely” to return within the allotted time period to begin or complete a Bachelor’s Degree ranged from 0% of those with only a high school diploma saying it was “very likely,” up to 19% of those with an Associate Degree and additional college coursework saying it was “somewhat likely.”

Among those whose next step would be a Master’s Degree, an additional Master’s Degree or a Doctoral Degree, the responses ranged from 4% of those in both the Master’s Degree only, and the Master’s Degree plus additional graduate level coursework saying they would be “very likely” to return, up to 18% of those with a Bachelor’s Degree and some graduate level coursework saying they would be “somewhat likely.”

To get a better understanding of what these percentages mean in terms of the potential interested 25- to 45-year-old student population across the county, the numbers within each category (rather than the percentages) were divided by the total respondent count of 1,000 to produce a percentage that could be used to estimate interest, county-wide.

This percentage was applied to a slightly rounded-up version of the U.S. Census’ 2006 estimate for 25- to 44-year-olds in the county. That estimate was 169,487. The figure used in the county-wide potential student population estimates was 170,000, to account for at least some of the 45-year-olds who were not part of the Census estimate. (Sources: <http://quickfacts.census.gov/qfd/states/20/20091.html> and <http://www.johnson-county-kansas-living.com/demographics/>)

In doing so, the estimates show solid interest at the Bachelor’s Degree level in a potential return to school:

- 3,400 residents with less than a Bachelor’s Degree are “very likely” to go to/return to school within the next three to five years. The largest segment in the “very likely” category (2,890 of the 3,400 total) consists of those with a high school diploma and some college coursework.
- 7,140 residents with less than a Bachelor’s Degree are “somewhat likely” to go to/return to school within the next three to five years. Once again, the largest segment in this category is the 4,080 who have a high school diploma and some college coursework.
- This translates to 10,540 residents with less than a Bachelor’s Degree who are “very likely” or “somewhat likely” to go to/return to school within the next three to five years.

For those with a Bachelor's Degree, the estimate of interest was even more dramatic:

- 9,010 are “very likely” to return to school to start or complete a Master's Degree or a Doctoral Degree within the next three to five years. The largest group (4,080) is those with a Bachelor's Degree, but no additional coursework.
- 17,850 are “somewhat likely” to return to school to start or complete a Master's Degree or a Doctoral Degree within the next three to five years. Once again, the largest group is Bachelor's Degree-only residents (9,010).
- This translates to 26,860 residents with a Bachelor's Degree or more who are “very likely” or “somewhat likely” to return to school in the specified time period

The charts on the two pages that follow show the specific breakdowns of interest in returning to school, delineated by educational status.

Level of interest in going to/returning to school within three to five years among potential Bachelor’s students, and how that percentage translates into the potential student population (based on 2006 census estimate of a rounded total of 170,000 residents ages 25 to 45 in Johnson County)

Current educational status	Percentage within the category who are “very likely” to go to/return to school within 3 to 5 years	“Very likely” percentage, based on total sample size of 1,000	Number of potential students, based on “very likely” percentage of the total survey group	Percentage within the category who are “somewhat likely” to go to/return to school within 3 to 5 years	“Somewhat likely” percentage, based on total sample size of 1,000	Number of potential students, based on “somewhat likely” percentage	Total number of potential students, based on combined “very/somewhat likely to go/return to” percentages
Those with a high school diploma and no other college coursework (n=53)	0%	0%	0	15%	0.8%	1,360	1,360
Those with a high school diploma and some college coursework at community college or four-year college (n=141)	12%	1.7%	2,890	17%	2.4%	4,080	6,970
Those with an Associate Degree (n=39)	5%	0.2%	340	10%	0.4%	680	1,020
Those with an Associate Degree plus some additional coursework (n=31)	3%	0.1%	170	19%	0.6%	1,020	1,190
TOTAL INTEREST AMONG POTENTIAL BACHELOR’S DEGREE STUDENTS WITHIN 3 TO 5 YEARS		2.0%	3,400		4.2%	7,140	10,540

Level of interest in going to/returning to school within three to five years among potential Master’s or Doctoral students, and how that percentage translates into the potential student population (based on 2006 census estimate of a rounded total of 170,000 residents ages 25 to 45 in Johnson County)

Response	Percentage within the category who are “very likely” to go to/return to school within 3 to 5 years	“Very likely” percentage, based on total sample size of 1,000	Number of potential students, based on “very likely” percentage	Percentage within the category who are “somewhat likely” to go to/return to school within 3 to 5 years	“Somewhat likely” percentage, based on total sample size of 1,000	Number of potential students, based on “somewhat likely” percentage	Total number of potential students, based on combined “very/somewhat likely to go/return to” percentages
Those with a Bachelor’s Degree (n=367)	7%	2.4%	4,080	14%	5.3%	9,010	13,090
Those with a Bachelor’s Degree and some graduate level coursework (n=119)	16%	1.9%	3,230	18%	2.2%	3,740	6,970
Those with a Master’s Degree (n=176)	4%	0.7%	1,190	10%	1.8%	3,060	4,250
Those with a Master’s Degree and additional coursework (n=74)	4%	0.3%	510	16%	1.2%	2,040	2,550
TOTAL INTEREST AMONG POTENTIAL MASTER’S/ DOCTORAL DEGREE STUDENTS WITHIN 3-5 YEARS		5.3%	9,010		10.5%	17,850	26,860

Survey participants who said they were “very likely” or “somewhat likely” to return to school within the next three to five years were then asked about their specific interest in a set of potential Bachelor’s or Master’s degree programs (depending on their educational status).

Once again, the numbers of those saying they would be “very interested” or “somewhat interested” in a specific degree program were divided by the 1,000 survey participants to create a county-wide percentage estimate of interest in each degree.

For students who would be seeking a Bachelor’s Degree, the interest within the survey group translates to the following potential student population:

- 5,270 residents for a Bachelor’s Degree in Business Administration
- 3,060 residents for a Bachelor’s Degree in Applied Science and Technology, such as Technology Management, Interaction Design, Systems Analysis or Bioinformatics
- 2,210 residents for a Bachelor’s Degree in the Engineering field, such as Engineering Management, Industrial Engineering, Information Technology, or Interdisciplinary Computing
- 1,360 residents for a Bachelor’s Degree in Geographic Information Science, also known as GIS

Once again, there was even more interest among those who already have a Bachelor’s Degree in the specific advanced degree programs presented:

- 10,030 residents for a Master of Science Degree in Business, such as in Finance or Marketing
- 9,520 residents for a Master’s Degree in the Biosciences, Telecommunications, or Information Technology fields
- 7,650 residents for a Master’s Degree in Applied Science and Technology, such as Technology Management, Interaction Design, Systems Analysis or Bioinformatics
- 5,440 residents for a Master of Science or Professional Science Master’s Degree in the Engineering field, such as in Engineering Management, Industrial Engineering, Information Technology or Interdisciplinary Computing
- 3,400 residents for a Master’s Degree in Geographic Information Science, also known as GIS

(Note: Respondents in both groups could be “very interested” or “somewhat interested” in multiple degree programs, so the numbers will add to more than the previously stated “very likely” and “somewhat likely” population estimates.)

The charts on the pages that follow detail the specific breakdown of interest by degree.

Level of interest in specific programs among the 62 respondents with less than a Bachelor’s Degree who are “very” or “somewhat” likely to go to/return to school within the next three to five years, plus how that interest translates into the potential student population (based on 2006 census estimate of a rounded total of 170,000 residents ages 25 to 45 in Johnson County). Respondents were allowed to be “very interested” or “somewhat interested” in more than one degree field.

Program	Percentage of the 62 respondents who are “very interested”	“Very interested” percentage, based on total sample size of 1,000	Number of potential students, based on “very interested” percentage of the total survey group	Percentage of the 62 respondents who are “somewhat interested”	“Somewhat interested” percentage, based on total sample size of 1,000	Number of potential students, based on “somewhat interested” percentage of the total survey group	Total number of potential students, based on combined “very/somewhat interested” percentages
Bachelor’s Degree in Business Administration	8%	0.5%	850	42%	2.6%	4,420	5,270
Bachelor’s Degree in an Engineering field	10%	0.6%	1,020	11%	0.7%	1,190	2,210
Bachelor’s Degree in GIS	0%	0%	0	13%	0.8%	1,360	1,360
Bachelor’s Degree in Applied Science and Technology	8%	0.5%	850	21%	1.3%	2,210	3,060

Level of interest in specific programs among the 158 respondents with at least a Bachelor’s Degree who are “very” or “somewhat” likely to go to/return to school within the next three to five years, plus how that interest translates into the potential student population (based on 2006 census estimate of a rounded total of 170,000 residents ages 25 to 45 in Johnson County). Respondents were allowed to be “very interested” or “somewhat interested” in more than one degree field.

Program	Percentage of the 158 respondents who are “very interested”	“Very interested” percentage, based on total sample size of 1,000	Number of potential students, based on “very interested” percentage of the total survey group	Percentage of the 158 respondents who are “somewhat interested”	“Somewhat interested” percentage, based on total sample size of 1,000	Number of potential students, based on “somewhat interested” percentage of the total survey group	Total number of potential students, based on combined “very/somewhat interested” percentages
Master’s Degree in Business	13%	2.1%	3,570	24%	3.8%	6,460	10,030
Master’s Degree in an Engineering field	5%	0.8%	1,360	15%	2.4%	4,080	5,440
Master’s Degree in GIS	1%	0.1%	170	12%	1.9%	3,230	3,400
Master’s Degree in Applied Science and Technology	6%	0.9%	1,530	23%	3.6%	6,120	7,650
Master’s Degree in Biosciences, Telecommunications or Information Technology	11%	1.7%	2,890	25%	3.9%	6,630	9,520

These results clearly suggest that there is measurable – and, in some cases, dramatic – interest in these programs among the most likely students.

Not surprisingly given the educational demographics of Johnson County, that interest is greatest among those who already have a Bachelor’s Degree or more. This group represented nearly 74% of the total survey group.

However, even the smaller group of respondents who do not currently have a Bachelor’s Degree have sufficient interest in the programs presented for review to warrant the Campus seriously considering adding these to its portfolio.

(The complete survey results appear in the Appendix of this report.)

Findings/Vision of the future

The future is rich with opportunities that will not be nearly fully realized unless training is available and the community makes a coordinated effort to market itself to local, regional and national talent.

To move beyond today and secure a glimpse at the potential future for the community, interviews were conducted with 10 business and civic leaders who brought a diverse perspective on this very complex issue. (Thirteen individuals were invited to participate; four were unable to do so, due to scheduling challenges.)

Specifically, the interview participants were:

- Mary Jean Billingsley, Johnson County Community College
- Mary Beth Ebmeyer, Hallmark
- Keith Gary, Ph.D., Kansas City Area Life Sciences Institute
- Skip Gast, Black & Veatch
- Haylee Kelly, Hallmark
- Bob Marcusse, Kansas City Area Development Council
- Tim McKee, Olathe Chamber of Commerce
- Blake Schreck, Lenexa Chamber of Commerce
- Kevin Smyth, Cerner Corporation
- Joel Wiggins, Enterprise Center of Johnson County

The topics addressed in the interviews covered, in general:

- Opportunities for growth
- Challenges to those opportunities
- The role of the KU Edwards Campus

The findings from those conversations were as follows:

The region's greatest potential lies in three areas – bioscience/biotechnology/health care, IT, and engineering/architecture.

While the civic and business leaders all seemed to concur that the Kansas City metropolitan area was primed for systemic business growth opportunities, there was a consistent pattern in terms of the industries that they believed had the greatest potential to lead the way.

The most dominant area was scientific in nature and contained such terms as bioscience, biotechnology and health care. While the first two were seen as a mixture of the familiar and the somewhat uncharted (due to the fact that some job opportunities await discoveries that have yet to occur), the health care growth area is simply a matter of needing more talent to handle the needs created by the aging Baby Boomers.

The general category of Information Technology – including such areas as telecommunications, software design, system design, etc. – was the second area seen as offering significant growth opportunities for the community. While the interview subjects said that some of this growth will come through creation of new technologies, they also believed that a like measure will be seen in simply evolving existing technology to be more effective.

The final category was engineering/architecture. While this segment included a need for simply more people to fill the spots which are anticipated, there is also a view that engineering will be changing, particularly in such areas as communications and energy, and new skill sets will be needed.

Sample quotes on this subject from the interviews

“We have to find a way to effectively blend the needs of the science and business communities if we’re going to grow the way we can.”

Bob Marcusse

“What we have here (in biosciences) is largely unappreciated by the community.”

Dr. Keith Gary

“With the companies we have, we’re primed for growth in IT, computer science and engineering.”

Joel Wiggins

“We’re becoming very competitive in biosciences, and we have a unique niche in animal health.”

Tim McKee

“We added 1,000 engineers in the past year. I don’t see that slowing down.”

Skip Gast

“The opportunity is there in bioscience, but it’s trendy. Everyone is chasing it.”

Blake Schreck

“It’s a myth that all software engineering is going to India. Our need for engineers is actually growing, due to outsourcing.”

Kevin Smyth

“Health care jobs will continue to grow because of the aging Baby Boomers.”

Mary Jean Billingsly

Our biggest impediment to maximizing those opportunities comes from a troika of challenges: The lack of sufficient employee numbers to fill the current positions,

hampering our community’s ability to attract new businesses; an imbalance in the brain-drain numbers (meaning more talent is leaving than arriving); and a community with a brand focused more on early adoption than on innovation.

If these growth industries (and, in smaller numbers, others) offer the community the greatest opportunity for meaningful growth and the creation of a true Kansas City brand, the city will have to overcome three challenges.

First, civic and business leaders said that the number of current available employees are far behind what’s needed *now*, making the city a harder sell to business considering Kansas City.

Second, the number of individuals who are leaving to work elsewhere is outpacing those who are coming to Kansas City for employment, making the employee shortage issue even more problematic.

Third, and related to the first and second challenges, is the perception that Kansas City is more of a community that “follows,” rather than one that “leads.” This tone sends a message to prospective businesses, and creates a rather unappealing, behind-the-curve brand for the metropolitan area that suggests why the brain drain is in such a state of imbalance.

Sample quotes on this subject from the interviews

“We need to be thinking bigger all the time.”
Mary Beth Ebmeyer

“The focus areas for the Kansas Bioscience Authority will include talent recruitment and building the infrastructure to allow us to commercialize what we discover.”
Dr. Keith Gary

“We see a need for 6,000 new scientists, just to serve the opportunities we anticipate today.”
Dr. Keith Gary

“We are facing a demographic time bomb. We need to find ways to increase productivity, because there aren’t as many people coming up as there are leaving the work force.”
Bob Marcusse

“We can’t graduate enough engineers.”
Tim McKee

“We have a looming gap in terms of the number of available employees. We’re adding more jobs, but we’re not adding enough people to fill those jobs.”
Tim McKee

“There are synergies in Boston, New York and other coastal cities that we just will never have. That makes them attractive to companies and to employees.”

Tim McKee

“Our biggest problem is that our community doesn’t have a ‘story’ to tell.”

Joel Wiggins

“The region doesn’t have a big intellectual property machine here, generating a lot of good ideas. We have a big need for development in this area, if we want to secure grants and be seen as a leader.”

Joel Wiggins

“We’re followers and adopters. We need to be creators. We need to stop thinking that we’re competing with Chicago for opportunities. Actually, we’re competing with China.”

Joel Wiggins

“The innovation side has to grow for our community to realize its potential, because the mundane will be replaced or moved.”

Joel Wiggins

“Kansas City needs people who understand the process required to move a product from inspiration to market.”

Haylee Kelly

“We need to market our community to the ‘knowledge worker.’ Kansas City needs to have something identifiable that makes us stand out to that audience.”

Blake Schreck

“There will be a war in the next 10 years for talent. We need to market the quality of life in our community as a stronger selling point.”

Blake Schreck

“Everything falls by the wayside – not just for Cerner, but for the entire community and across the country – if we don’t have enough software engineers.”

Kevin Smyth

The programming expansion being considered by the Edwards Campus will be a benefit to the community’s growth efforts. But, these students must also develop greater abilities in the core business skills (writing, communicating ideas, etc.) no

matter what their chosen field, and they must be trained and encouraged to be innovators.

The comments on the specific academic program options being considered by the KU Edwards Campus can be summed up in a single, consistent statement, “More is good, and those all sound fine.”

Beyond that, however, the business and civic leaders said quite clearly that universities are failing businesses when they do not provide more real-world instruction in the so-called “soft skills” that are required for getting ahead and getting along in business.

Being able to handle a meeting, write a proposal, coordinate the work of a team, and having other skills outside of the technical side of a degree program are barely – if ever – addressed in the view of the business and civic leaders who participated. The result is that this skill development falls to the businesses to provide, meaning that the payback from those employees is slowed – a situation which is even worse, given the recent estimate of employee loyalty to a company at just over four years.

In addition, the civic and business leaders challenged the KU Edwards Campus to instill in its coursework for adult learners a passion for innovation. It is this passion, and the creations that result, which offer our community the greatest opportunity to have a brand that will be memorable and attractive to those considering where to locate their businesses or where to advance their careers.

Sample quotes on this subject from the interviews

“The most valuable people are those that can blend technical skills with people skills.”
Bob Marcusse

“We need people who can better manage innovation, meaning leveraging the creative talent that we have more effectively than we are now.”
Mary Beth Ebmeyer

“Students must understand the importance of working with each other, and with other disciplines.”
Dr. Keith Gary

“The Edwards Campus needs to develop the ability to react...to treat academic programming needs as more of a moving target.”
Tim McKee

“Any expansion at the Edwards Campus is a huge positive for our community.”
Tim McKee

“As businesses continue to realign their thinking to meet the changing marketplace, they really value employees who are entrepreneurial, and who understand brand development and basic business management skills.”

Joel Wiggins

“The Edwards Campus is positioned better than any other college in the community. KU could own this community, if it chose to do so.”

Joel Wiggins

“KU Edwards Campus needs to develop alliances with industry to find research opportunities. That will be a cultural challenge – turning the Edwards Campus into a research campus.”

Joel Wiggins

“Instead of just having an MBA program, KU Edwards Campus should focus on helping students develop companies that fit with the community’s needs.”

Joel Wiggins

“Soft skill development is critical. Nobody gets their job done by themselves.”

Skip Gast

“We need broad-based, out-of-the-box thinking that creates market opportunities.”

Skip Gast

“Having a lot of continuing education opportunities makes us hip.”

Blake Schreck

“KU has a brand that goes nationwide. They need to strongly affirm the Edwards Campus’ position as ‘Johnson County’s school.’”

Blake Schreck

“The biggest mistake that KU Edwards Campus could make would be not listening to the business community.”

Blake Schreck

“We need engineers who can think about how what they create fits into the business itself and, in doing so, really bridge the gap between the IT world and the business world.”

Kevin Smyth

“You need to infuse the soft skills into the curriculum at every point.”

Mary Jean Billingsley

Summary

This three-part research initiative was designed to determine the need for, and the interest in, expanded academic programming at the KU Edwards Campus in certain targeted fields and what role that additional programming might be able to play in maximizing the opportunities for strategic growth within the community.

The results of this nearly three-month process showed quite clearly the following:

- A meaningful shortage of talent exists today to fill positions in specific industry segments that civic and business leaders see as offering the greatest opportunity for the community's growth.
- That shortage – combined with Kansas City's current brand as a "follower" rather than as a "leader" – makes the community less appealing to those in strategic growth industries who are seeking to expand, locate, or relocate.
- Interest in the programming being considered by the KU Edwards Campus is measurable among traditional adult learners at the Bachelor's Degree level, and is significant for those who would be seeking advanced degrees. For the majority, that interest would translate into enrollment within the next three to five years if the programs were actually available at the Edwards Campus.
- Business and civic leaders also applaud the academic program expansions being considered. However, they caution that technical skill development must be blended with better "soft skills" training and practice, so that graduates can be more effective, more quickly on the job.

The sum total of these findings suggests that KU Edwards Campus has before it a significant opportunity to demonstrate leadership in the community's strategic growth and development, and to separate itself even further from the other institutions of higher education in the metropolitan area.

That leadership will come through continued work with the business and civic community to create an academic portfolio that addresses the current talent shortage while also branding Kansas City as a more innovative community that is open to the growth businesses of tomorrow.

Appendix

Complete Telephone Survey Findings

Following are the complete results from the 1,000-person survey of Johnson County residents who were heads of household, ages 25 to 45.

Typically, survey results would be reported in the order in which the questions were read to the respondents. However, this survey featured a complicated skip pattern (based on how the respondent defined his or her educational status, and his or her interest in additional education), making such a presentation problematic.

As such, after the chart below (which depicts the percentage of respondents in each of the various educational status categories), the data is presented as follows:

Those with less than a Bachelor's Degree

- Likelihood of returning to school within the next three to five years for all those for whom a Bachelor's Degree would be the next step
- Reasons why a return to school was not anticipated for potential Bachelor's Degree students
- Declaration of interest level in new Bachelor's Degree programs being reviewed by those who said they were "very likely" or "somewhat likely" to go to/return to school for such a degree within three to five years
- Most preferred Bachelor's Degree program and likelihood of attending, if such a program were available, and reasons why not, for those who do not anticipate attending

Those with at least a Bachelor's Degree

- Likelihood of returning to school within the next three to five years for all those for whom a Master's or Doctoral Degree would be the next step
- Reasons why a return to school was not anticipated for potential Master's or Doctoral Degree students
- Declaration of interest level in new Master's Degree programs being reviewed by those who said they were "very likely" or "somewhat likely" to go to/return to school for such a degree within three to five years
- Most preferred Master's Degree program and likelihood of attending, if such a program were available, and reasons why not, for those who do not anticipate attending

To make certain that we have representation from individuals who have different educational backgrounds, please tell me which of the following best describes you?
Choices were read to respondents. Percentages on all questions may add to more or less than 100%, due to rounding.

Response	Percentage
A high school diploma and no other college coursework	5%
A high school diploma and some college coursework, either at a community college or a four-year college	14%
An Associate Degree from a two-year college, such as Johnson County Community College	4%
An Associate Degree plus some additional college coursework	3%
A Bachelor's Degree	37%
A Bachelor's Degree plus some graduate level coursework	12%
A Master's Degree	18%
A Master's Degree plus some additional graduate level coursework	7%

Potential Bachelor's Degree Students

For the 53 respondents with a high school diploma and no other college coursework...

As you think about your personal career plans, how likely do you think it is that you will begin pursuing a college degree within the next three to five years? Choices were read to respondents. "Don't know" and "Currently in school" were not read.

Response	Number	Percentage
Very likely	0	0%
Somewhat likely	8	15%
Not very likely	9	17%
Not at all likely	33	62%
Don't know	2	4%
Currently in school	1	2%

Why do you think you will not likely begin pursuing a college degree within the next three to five years, or that you don't know if you will or not? Question was asked of the 44 respondents (from the group of 53 with a high school diploma and no other college coursework) who answered "not very likely," "not at all likely," or "don't know" on the previous question. Choices were not read to the respondents, but they were tallied based on respondents' comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Don't want to go to school	16	36%
Satisfied with where I am right now	12	27%
Time away from family	12	27%
Other (see below)	5	11%
Too busy at work	6	14%
Cost	4	9%
Have medical problems	3	7%
Takes too long to get a degree	3	7%
Classes are never scheduled conveniently for me	1	2%
No local college or university offers the program/coursework/degree I would want	0	0%*

* Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.

Verbatim “other” comments

“Because I have my real estate license.”

“I own my own business.”

“I’m in an apprenticeship program with my employer.”

“I’m too old. I don’t need to.”

“I don’t need it. My painting is paying \$50,000 a year. I am a union painter.”

**For the 141 respondents with a high school diploma
and some college coursework, either at a community college
or a four-year college...**

As you think about your personal career plans, how likely do you think it is that you will begin the process of finishing your college degree within the next three to five years? Choices were read to respondents. “Don’t know” and “Currently in school” were not read.

Response	Number	Percentage
Very likely	17	12%
Somewhat likely	24	17%
Not very likely	37	26%
Not at all likely	48	34%
Don’t know	4	3%
Currently in school	11	8%

Why do you think you will not likely begin the process of finishing your college degree within the next three to five years, or that you don’t know if you will or not?

Question was asked of the 89 respondents (from the group of 141 with a high school diploma and some college coursework) who answered “not very likely,” “not at all likely,” or “don’t know” on the previous question. Choices were not read to respondents, but they were tallied based on respondents’ comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	30	34%
Time away from family	24	27%
Too busy at work	13	15%
Cost	12	13%
Don’t want to go to school	12	13%
Other (see below)	7	8%
No time because I have children	2	2%
Classes are never scheduled conveniently for me	0	0%
No local college or university offers the program/coursework/degree I would want	0	0%*

* Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.

Verbatim “other” comments

“Because of health reasons.”

“Because I’m starting my own business.”

“My husband is finishing his Master’s Degree.”

“I don't know if college is for me.”

“I just don’t want to relive that.”

“I don't have to make a choice right now.”

“I have a new job.”

“I'm still at that point where I'm really not sure what I want to do.”

**For the 39 respondents with an Associate Degree
from a two-year college,
such as Johnson County Community College...**

As you think about your personal career plans, how likely do you think it is that you will begin pursuing a Bachelor’s Degree within the next three to five years? *Choices were read to respondents. “Don’t know” and “Currently in school” were not read.*

Response	Number	Percentage
Very likely	2	5%
Somewhat likely	4	10%
Not very likely	9	23%
Not at all likely	21	54%
Don’t know	0	0%
Currently in school	3	8%

Why do you think you will not likely begin pursuing a Bachelor’s Degree within the next three to five years? *Question was asked of the 30 respondents (from the group of 39 with an Associate Degree) who said “not very likely” or “not at all likely” on the previous question. Choices were not read to respondents, but they were tallied based on respondents’ comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.*

Response	Number	Percentage
Satisfied with where I am right now	11	37%
Time away from family	11	37%
Too busy at work	10	33%
Cost	4	13%
Don’t want to go to school	2	7%
Takes too long to get a degree	1	3%
I am too old	1	3%
Classes are never scheduled conveniently for me	0	0%
No local college or university offers the program/coursework/degree I would want	0	0%*

** Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.*

**For the 31 respondents with an Associate Degree
plus some additional college coursework...**

As you think about your personal career plans, how likely do you think it is that you will begin the process of finishing your Bachelor’s Degree within the next three to five years? Choices were read to respondents. “Don’t know” and “Currently in school” were not read.

Response	Number	Percentage
Very likely	1	3%
Somewhat likely	6	19%
Not very likely	8	26%
Not at all likely	15	48%
Don’t know	0	0%
Currently in school	1	3%

Why do you think you will not likely begin the process of finishing your Bachelor’s Degree within the next three to five years? Question was asked of 23 respondents (from the group of 31 with an Associate Degree plus some additional college coursework) who answered “not very likely” or “not at all likely” on the previous question. Choices were not read to respondents, but they were tallied based on respondents’ comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	10	43%
Time away from family	5	22%
Too busy at work	4	17%
Don’t want to go to school	4	17%
Takes too long to get a degree	1	4%
My age	1	4%
Cost	0	0%
Classes are never scheduled conveniently for me	0	0%
No local college or university offers the program/coursework/degree I would want	0	0%*

** Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.*

**For the 62 respondents (combined)
who had less than a Bachelor’s Degree and who said they were
“very likely” or “somewhat likely”
to attend school to begin or complete their degree
within the next three to five years...**

I’m now going to read you some Bachelor’s Degree programs that others we have spoken to have suggested be added to the choices available through the University of Kansas at its KU Edwards Campus location in Johnson County. As I read each one, please tell me if you would be very interested in such a degree, somewhat interested, not very interested or not at all interested.

A Bachelor’s Degree in Business Administration

Response	Number	Percentage
Very interested	5	8%
Somewhat interested	26	42%
Not very interested	12	19%
Not at all interested	19	31%

A Bachelor’s Degree in the Engineering field, such as in Engineering Management, Industrial Engineering, Information Technology or Interdisciplinary Computing

Response	Number	Percentage
Very interested	6	10%
Somewhat interested	7	11%
Not very interested	13	21%
Not at all interested	36	58%

A Bachelor’s Degree in Geographic Information Science, also known as GIS)

Response	Number	Percentage
Very interested	0	0%
Somewhat interested	8	13%
Not very interested	15	24%
Not at all interested	39	63%

A Bachelor’s Degree in Applied Science and Technology, such as Technology Management, Interaction Design, Systems Analysis or Bioinformatics

Response	Number	Percentage
Very interested	5	8%
Somewhat interested	13	21%
Not very interested	9	15%
Not at all interested	35	56%

Of the Bachelor’s Degree options that I’ve listed, which do you think you would be most interested in, if it were available at the KU Edwards Campus in Johnson County?

Response	Number	Percentage
Business Administration	34	55%
None	11	18%
Don’t know	8	13%
Engineering	7	11%
GIS	1	2%
Applied Science and Technology	1	2%

What degree program would you be most interested in, instead of these choices?

Question was asked of the 19 respondents who said “none” or “don’t know” on the previous questions. Numbers will add to more than 19 because some respondents gave more than one answer.

- 8 said “teaching” or “education”
- 5 said “nursing”
- 3 said “psychology”
- 2 said “marketing”
- 1 each said “sports management,” “foreign language,” “sociology,” and “textiles”

If such a program were available at the KU Edwards Campus in Johnson County, how likely would you be to begin pursuing that degree within the next three to five years? *Question was asked of all 62 respondents who had less than a Bachelor's Degree who said earlier that they were "very likely" or "somewhat likely" to attend school to begin or complete their degree within the next three to five years.*

Response	Number	Percentage
Very likely	14	23%
Somewhat likely	31	50%
Not very likely	9	14%
Not at all likely	6	10%
Don't know	2	3%

Cross-tabulation analysis of those who are “very likely” or “somewhat likely” to begin/go back to school for a Bachelor’s Degree within the next three to five years (respondents were free to express interest in more than one degree program):

The 14 respondents who are “very likely” translates to 1.4%, or 2,380 “very likely” Bachelor’s Degree students in the next three to five years, if certain programs were available. Specifically:

- 7 are “very interested” or “somewhat interested” in a Business degree
- 7 are “very interested” or “somewhat interested” in an Education degree
- 6 are “very interested” or “somewhat interested” in an Applied Science and Technology degree
- 5 are “very interested” or “somewhat interested” in an Engineering degree
- 4 are “somewhat interested” (none are “very interested”) in a GIS degree

The 31 respondents who are “somewhat likely” translates to 3.1%, or 5,270 “somewhat likely” Bachelor’s Degree students in the next three to five years, if certain programs were available. Specifically:

- 18 are “somewhat interested” (none are “very interested”) in a Business degree
- 10 are “very interested” or “somewhat interested” in an Applied Science and Technology degree
- 4 are “very interested” or “somewhat interested” in an Engineering degree
- 1 is “somewhat interested” (none are “very interested”) in a GIS degree

Why did you say you (are not very likely to/are not at all likely to/don't know if you will) pursue a degree in the program you preferred, if it were available from the KU Edwards Campus in Johnson County? *Question was asked of the 17 respondents who answered the previous question with one of those 3 responses. Percentages will add to more than 100%, because some respondents offered more than one reason.*

Response	Number	Percentage
Time away from family	8	47%
Don't want to go to school	3	18%
Cost	2	12%
Too busy at work	2	12%
Already have credits elsewhere	2	12%
Not that interested in these programs	1	6%
I would pursue it through a different educational avenue. My husband hates KU.	1	6%

Potential Master's or Doctoral Degree Students

For the 367 respondents with a Bachelor's Degree...

As you think about your personal career plans, how likely do you think it is that you will begin pursuing an advanced college degree, such as a Master's Degree, within the next three to five years? Choices were read to respondents. "Don't know" and "Currently in school" were not read.

Response	Number	Percentage
Very likely	24	7%
Somewhat likely	53	14%
Not very likely	123	34%
Not at all likely	161	44%
Don't know	4	1%
Currently in school	2	1%

Why do you think you will not likely begin pursuing an advanced college degree, such as a Master's Degree, within the next three to five years? Question was asked of the 288 respondents (from the group of 367 with a Bachelor's Degree) who answered "not very likely," "not at all likely," or "don't know" on the previous question. Choices were not read to respondents, but they were tallied based on respondents' comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	124	43%
Time away from family	94	33%
Don't want to go to school	34	12%
Too busy at work	32	11%
Cost	19	7%
Other (see below)	5	2%
Wouldn't benefit me in my career field	5	2%
I'm too old	4	1%
Takes too long to get a degree	3	1%
Don't know if I could be successful	2	1%
Haven't thought about it	2	1%
No local college or university offers the program/coursework/degree I would want	2	1%
Classes are never scheduled conveniently for me	0	0%

Verbatim “other” responses

“I have no other interests that require an advanced degree, because I received my real estate license.”

“Because I don't even know what I would get it in.”

“I'm thinking of going back for a different degree.”

“I'm a stay-at-home mother, and I'm about to have another baby soon.”

“I have too many other obligations.”

The University of Kansas, through the KU Edwards Campus in Johnson County, is evaluating its academic programming. What program or degree would you like to see the KU Edwards Campus offer that isn't available right now? *Question was asked of the 2 respondents in this category who said “No local college or university offers the program/coursework/degree I would want.”*

One respondent said “Urban Planning” while the other respondent said, “A Bachelor's in Italian.”

**For the 119 respondents with a Bachelor’s Degree
plus some graduate level coursework...**

As you think about your personal career plans, how likely do you think it is that you will begin the process of completing your Master’s Degree within the next three to five years? Choices were read to respondents. “Don’t know” and “Currently in school” were not read.

Response	Number	Percentage
Very likely	19	16%
Somewhat likely	22	18%
Not very likely	42	35%
Not at all likely	34	29%
Don’t know	0	0%
Currently in school	2	2%

Why do you think you will not likely begin the process of completing your Master’s Degree within the next three to five years? Question was asked of the 76 respondents (from the group of 119 with a Bachelor’s Degree plus some graduate level coursework) who answered “not very likely” or “not at all likely” on the previous question. Choices were not read to respondents, but they were tallied based on respondents’ comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	25	33%
Time away from family	20	26%
Other (see below)	10	13%
Cost	9	12%
Don’t want to go to school	8	11%
Wouldn’t benefit me in my career field	5	7%
Too busy at work	4	5%
No longer in the work force	2	3%
Takes too long to get a degree	1	1%
No local college or university offers the program/coursework/degree I would want	0	0%*
Classes are never scheduled conveniently for me	0	0%

** Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.*

Verbatim “other” responses

“I’m too old.”

“I’m relocating.”

“Husband is in college.”

“I don't know if I will or not.”

“Because I switched careers.”

“Because I’m going to go the home-based business route.”

“I have too many other things to worry about.”

“I don't have the time right now, and I'm not sure if I want to continue in my major.”

“I’m already taking classes through my employer.”

“My employer has a different value system.”

For the 176 respondents with a Master's Degree...

As you think about your personal career plans, how likely do you think it is that you will begin pursuing an additional Master's Degree or a Doctoral Degree within the next three to five years? Choices were read to respondents. "Don't know" and "Currently in school" were not read.

Response	Number	Percentage
Very likely	7	4%
Somewhat likely	18	10%
Not very likely	49	28%
Not at all likely	100	57%
Don't know	1	1%
Currently in school	1	1%

Why do you think you will not likely begin pursuing an additional Master's Degree or a Doctoral Degree within the next three to five years, or that you don't know if you will or not? Question was asked of 150 respondents (from the group of 176 with a Master's Degree) who answered "not very likely," "not at all likely" or "don't know" on the previous question. Choices were not read to respondents, but they were tallied based on respondents' comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	58	39%
Time away from family	41	27%
Wouldn't benefit me in my career field	17	11%
Don't want to go to school	17	11%
Too busy at work	15	10%
Just finished getting my Master's/tired of school	8	5%
Cost	7	5%
No time/other obligations	2	1%
Classes are never scheduled conveniently for me	1	1%
Other (see below)	1	1%
Takes too long to get a degree	0	0%
No local college or university offers the program/coursework/degree I would want	0	0%*

* Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.

Verbatim “other” responses

“I have a higher education than 99% of Americans. I don't need more education.”

For the 74 respondents with a Master’s Degree and additional coursework...

As you think about your personal career plans, how likely do you think it is that you will begin pursuing the completion of your additional Master’s Degree or Doctoral Degree within the next three to five years? Choices were read to respondents. “Don’t know” and “Currently in school” were not read.

Response	Number	Percentage
Very likely	3	4%
Somewhat likely	12	16%
Not very likely	24	32%
Not at all likely	29	39%
Don’t know	2	3%
Currently in school	4	5%

Why do you think you will not likely begin pursuing the completion of your additional Master’s Degree or Doctoral Degree within the next three to five years, or that you don’t know if you will or not? Question was asked of the 55 respondents (from the group of 74 who had a Master’s Degree and additional coursework) who answered “not very likely,” “not at all likely,” or “don’t know” on the previous question. Choices were not read to respondents, but they were tallied based on respondents’ comments. Percentages will add to more than 100%, because respondents were free to provide more than one answer.

Response	Number	Percentage
Satisfied with where I am right now	26	47%
Time away from family	17	31%
Wouldn’t benefit me in my career field	5	9%
Don’t want to go to school	4	7%
Cost	3	5%
Age/disability	2	4%
Too busy at work	2	4%
Classes are never scheduled conveniently for me	0	0%
Takes too long to get a degree	0	0%
No local college or university offers the program/coursework/degree I would want	0	0%*

* Because no respondents offered this answer, the question asking them to specify a program they would want at KU Edwards Campus was not asked.

For the 158 respondents (combined) who had at least a Bachelor’s Degree and who said they were “very likely” or “somewhat likely” to attend school to begin or complete a Master’s Degree, an additional Master’s Degree, or a Doctoral Degree within the next three to five years...

I’m now going to read you some Master’s Degree programs that others we have spoken to have suggested be added to the choices available through the University of Kansas at its KU Edwards Campus location in Johnson County. As I read each one, please tell me if you would be very interested in such a degree, somewhat interested, not very interested, or not at all interested.

A Master of Science Degree in Business, such as in Finance or Marketing

Response	Number	Percentage
Very interested	21	13%
Somewhat interested	38	24%
Not very interested	32	20%
Not at all interested	67	42%

A Master of Science or Professional Science Master’s Degree in the Engineering field, such as in Engineering Management, Industrial Engineering, Information Technology or Interdisciplinary Computing

Response	Number	Percentage
Very interested	8	5%
Somewhat interested	24	15%
Not very interested	39	25%
Not at all interested	86	54%
Don’t know	1	1%

A Master’s Degree in Geographic Information Science, also known as GIS

Response	Number	Percentage
Very interested	1	1%
Somewhat interested	19	12%
Not very interested	30	19%
Not at all interested	104	66%
Don’t know	4	2%

A Master’s Degree in Applied Science and Technology, such as Technology Management, Interaction Design, Systems Analysis or Bioinformatics

Response	Number	Percentage
Very interested	9	6%
Somewhat interested	36	23%
Not very interested	31	20%
Not at all interested	78	49%
Don’t know	4	2%

A Master’s Degree in the Biosciences, Telecommunications or Information Technology fields

Response	Number	Percentage
Very interested	17	11%
Somewhat interested	39	25%
Not very interested	28	18%
Not at all interested	74	47%

Of the Master’s Degree options that I’ve listed, which do you think you would be most interested in, if it were available at the KU Edwards Campus in Johnson County?

Response	Number	Percentage
Business	63	40%
Applied Science and Technology	40	25%
None	33	21%
Engineering	17	11%
GIS	5	3%

What degree program would you be most interested in, instead of these choices?

Question was asked of the 33 respondents who said “none” on the previous question. Numbers below will add to more than 33 because some respondents offered more than one answer.

- 9 said “education”
- 4 said “don’t know”
- 3 said “psychology”
- 2 said “social work”
- 2 said “nursing”

- 1 each said “sociology,” “applied behavior analysis,” “counseling with adolescents,” “public health,” “organizational administration,” “medical,”

“hospital administration,” “bioscience,” “biology,” “educational psychology,” “special education,” “education with a concentration in autism,” “J.D.,” “library media program,” “history,” and “no interest in any program; already enrolled somewhere else”

If such a program were available at the KU Edwards Campus in Johnson County, how likely would you be to begin pursuing that degree within the next three to five years? *Question was asked of all 158 respondents who had at least a Bachelor’s Degree who said they were “very likely” or “somewhat likely” to attend school to begin or complete a Master’s Degree, an additional Master’s Degree, or a Doctoral Degree within the next three to five years.*

Response	Number	Percentage
Very likely	31	20%
Somewhat likely	82	52%
Not very likely	23	14%
Not at all likely	20	13%
Don’t know	2	1%

Cross-tabulation analysis of those who are “very likely” or “somewhat likely” to begin/go back to school for a Master’s or Doctoral Degree within the next three to five years (respondents were free to express interest in more than one degree program):

The 31 respondents who are “very likely” translates to 3.1%, or 5,270 “very likely” Master’s or Doctoral Degree students in the next three to five years, if certain programs were available. Specifically:

- 14 are “very interested” or “somewhat interested” in an Applied Science and Technology degree
- 12 are “very interested” or “somewhat interested” in a Business degree
- 7 are “very interested” or “somewhat interested” in a Biosciences, Telecommunications or Information Technology degree
- 7 are “very interested” or “somewhat interested” in an Engineering degree
- 6 are “very interested” or “somewhat interested” in a GIS degree

The 82 respondents who are “somewhat likely” translates to 8.2%, or 13,940 “somewhat likely” Master’s or Doctoral Degree students in the next three to five years, if certain programs were available. Specifically:

- 39 are “very interested” or “somewhat interested” in a Business degree
- 39 are “very interested” or “somewhat interested” in a Biosciences, Telecommunications or Information Technology degree
- 24 are “very interested” or “somewhat interested” in an Applied Science and Technology degree
- 22 are “very interested” or “somewhat interested” in an Engineering degree
- 13 are “somewhat interested” (none are “very interested”) in a GIS Degree

Why did you say you (are not very likely to/are not at all likely to/don't know if you will) pursue a degree in the program you preferred, if it were available from the KU Edwards Campus in Johnson County? *Question was asked of the 45 respondents who answered the previous question with one of those three responses. Percentages will add to more than 100%, because some respondents offered more than one reason.*

Response	Number	Percentage
Would prefer a different course of study	14	31%
Satisfied with where I am right now	13	29%
Already enrolled elsewhere	7	16%
Time away from family	6	13%
Don't want to go to school	5	11%
Too busy at work	2	4%
Don't know	2	4%
Don't like KU	2	4%
Takes too long to get a degree	1	2%
Husband works at UMKC/would probably get a discount there	1	2%