

Proposal for Criminal Justice and  
Criminology BA Program with On-Campus  
and Online Options

Department of Behavioral Sciences

March 2017

Proposal for Criminal Justice and Criminology BA Program with On-Campus and Online Options  
Department of Behavioral Sciences

Attachments: (1) EAB Strategic Research, (2) Complete Revenue Estimation Tables

Proposed Title: Bachelor of Arts in Criminal Justice and Criminology

Proposed Effective Date: Fall 2018

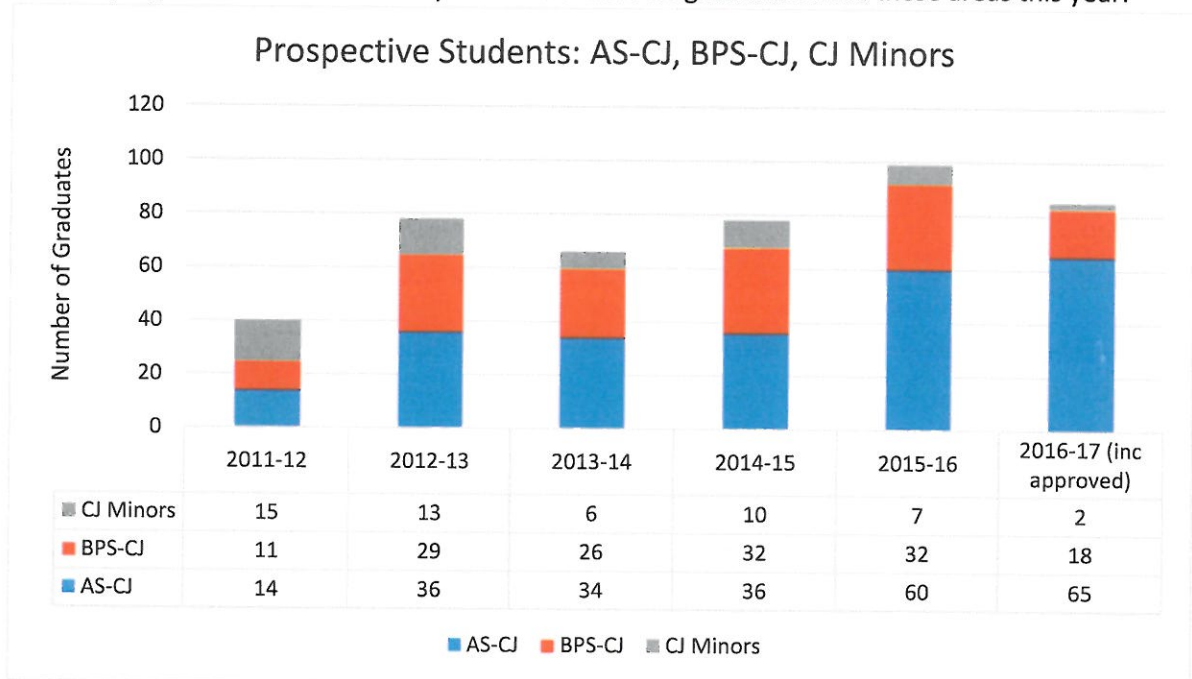
1. Employer Demand.

Regional Employment Prospects for Criminal Justice degrees are strong. The attached report from EAB Strategic Research shows 798 regional postings for bachelor level CJ positions in the last year. The demand was especially strong for the transportation security industry. A March 23, 2017 search on monster.com Arkansas advertisements for “criminal justice” yielded 152 jobs, a search for “police officer” 9 positions, a search for “security” yielded 210 positions, and for “corrections” a search yielded 19 positions. There does seem to be a strong demand for people with a bachelors in CJ in Arkansas and in the region.

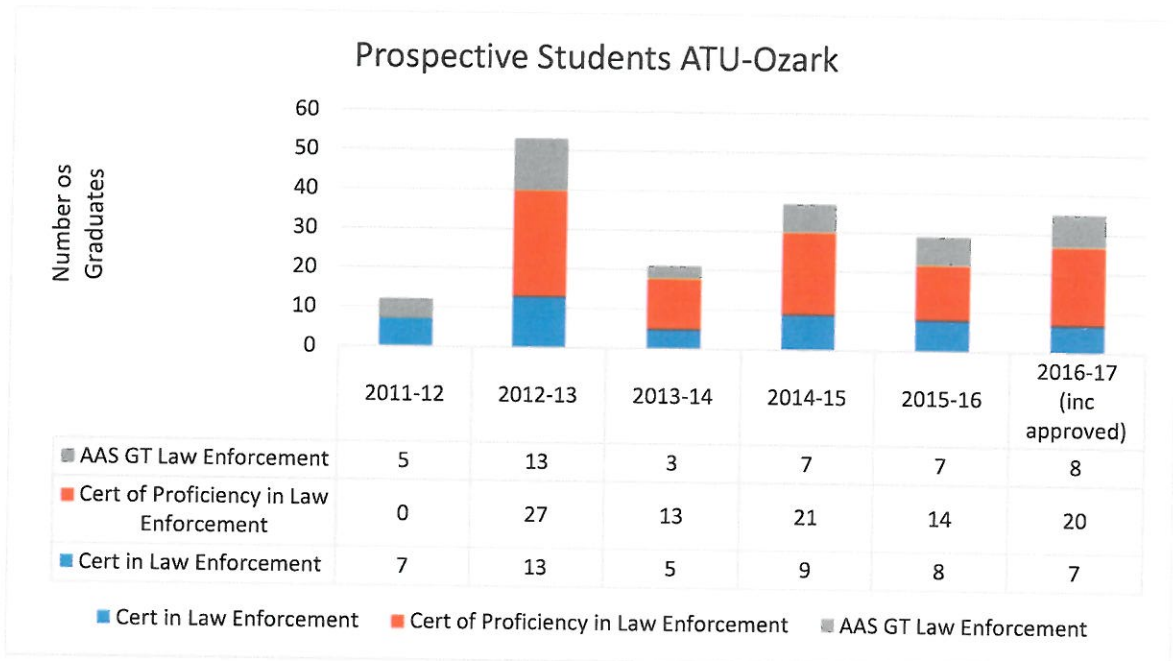
2. Student Interest and Projected Enrollment.

Student interest can be characterized as very strong. Several populations of current students are potential enrollees in a CJ-BA program. These include current CJ-AS students and BPA-CJ emphasis students. It is expected that almost all the on-campus CJ-AS students would opt for a BA instead of an AS. It is expected that many of the online Professional Studies would opt for a BA, though this is harder to ensure, because the requirements are quite different than a BA degree. However, we believe that by enabling the degree online, many, many people currently employed in the policing industry would be attracted – see report information below.

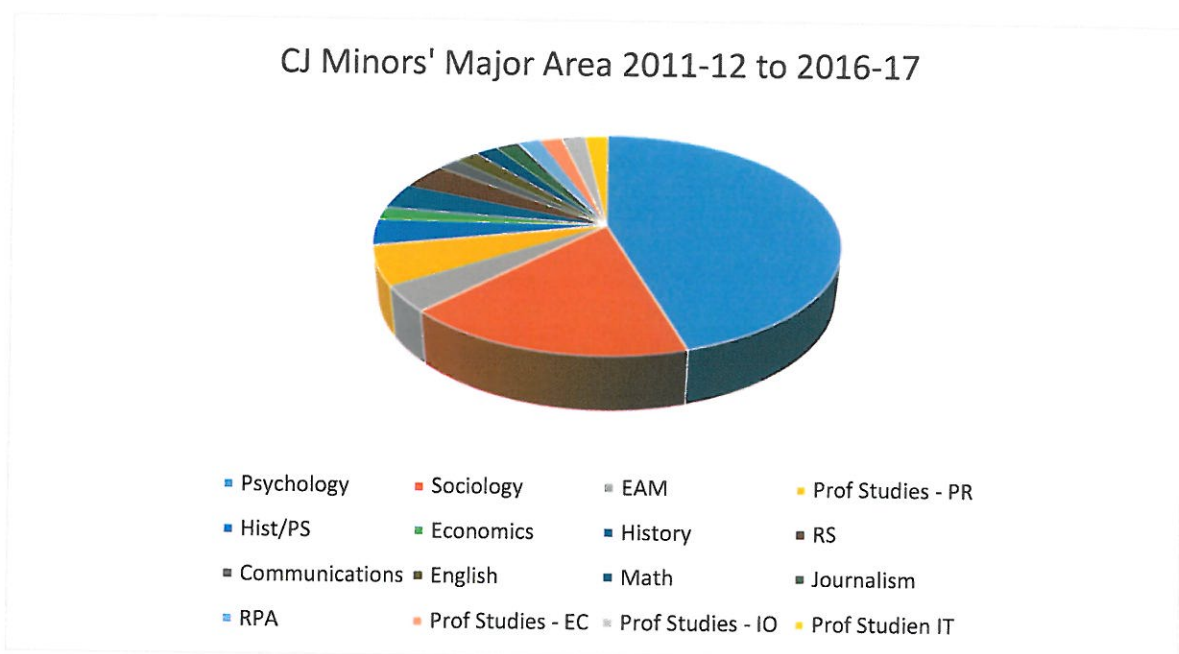
- a. The historic trend for CJ-AS graduate, BPS-CJ, and CJ Minors show the increasing and substantial popularity of the CJ-AS degree. The number of potential graduates from this program alone was 65 this year. There were 85 graduates from these areas this year.



- b. Tie-in with ATU-Ozark Programs. A CJ-BA would allow a unique set of steps from Law Enforcement certificates to the CJ-AS to the CJ-BA to an MA in Applied Sociology-CJ Emphasis. This would help make the ATU CJ program unique, and the ATU-Ozark data shows another potential 20-30 students annually. While many of these students are interested in going directly to work in law enforcement, some undoubtedly would be interested in our program, especially with the possibility of earning the CJ-BA online.



- c. Range of Interest in CJ. A view of the minors conferred in CJ in the last 5 years shows a wide ranging set of students. While most of these students would probably not enroll for a CJ degree exclusively, many might be interested in earning a double major, even if they were not interested in the CJ-AS. The graph below shows the wide-ranging majors of students interested in law enforcement and related fields.





- d. Online Potential. While the online potential increase in students is very difficult to judge, the confirmation of the BPA-CJ (above) degrees above shows there is interest. Furthermore, the EAB marketing report (attached) makes it clear that ATU has great potential growth in this area. Specifically, areas with huge demand (e.g., Dallas, St. Louis) are within our larger regional range, and, most importantly, ATU's relatively low tuition rate makes us highly competitive, even for out-of-state tuition students (see p. 8 of report).

### 3. Projected Enrollment Numbers

Source of Students	Estimated New Enrollees Each Year			
	Year 1	Year 2	Year 3	Year 4
<u>Current CJ-AS Students.</u> The projections are based on the assumption that most CJ-AS students will seek the BA and the current student demand is unchanged.	30	40	50	50
<u>New, Traditional Students.</u> These numbers estimate the enrollment of new students who are attracted by the offering of a BA-CJ. The estimates are based on the anecdotal evidence of inquiries from phone calls, Time-Out For Tech, and Open House events. During these events, inquiries about a BA-CJ are the most common questions BEHV answers.	10	15	20	20
<u>Current BPS Students.</u> This estimates about one-half of BPA students matriculate to the program. This would cause an increase in tuition because the BA will require more class hours from Tech for graduation than the BPA currently requires.	5	7	10	10
<u>Ozark Campus LE Students.</u> This estimates about one-half of Ozark students matriculate to the program. This would cause an increase in tuition revenue because these students will need at least two more years of courses.	5	7	10	10
<u>New Online Students.</u> This is the hardest group of students to estimate; however, it is also the area for the greatest potential for growth. Anecdotally, interest is very high; Dr. Ward and Dr. Aulgur report many phone classes inquiring about an online BA; Finally, the EAM marketing survey shows an online BA program has a huge market potential both in Arkansas and from out-of-state students.	10	20	30	30

new students/tuition  
 students with increase in required courses/tuition  
 current students no increase in tuition



#### 4. Effects on Other Programs.

The main program that would be affected is the AS-CJ program. Most Russellville on-campus students will gravitate toward the CJ-BA. However, the CJ-AS program would still provide a stepping stone to the CJ-BA, especially for Ozark Law Enforcement (LE) students. Additionally, if a CJ-BA is offered online, it will most likely be possible to earn a CJ-AS online. The BPA-CJ will probably be affected, but again, the numbers are hard to estimate. The professional studies degree requirements are quite different from BA requirements; for many in the BPA program a BA would add more requirements and extend time to graduation. However, the BPA-CJ is taught as a part of eTech and the eTech offerings in CJ come from Behavioral Sciences, so a drop in BPA-CJ degrees would not cause a decrease in a need for eTech. Rather, the online component is likely to substantially increase eTech's course offerings. It is possible that the BA in Sociology would be affected, but, because CJ will be cognate and substantially embedded with Sociology, the effect should be more a shift in focus than a shift in resources. Specifically, the same professors teach CJ and Sociology, so there will be no need for a removal of Sociology's resources.

#### 5. Current Course Offerings.

CJ 2003: Introduction to Criminal Justice  
CJ 2033: Social Problems  
CJ 2043: Crime and Delinquency  
CJ 3023: Judicial Process  
CJ 3033: The Criminal Mind  
CJ 3083: Social Deviance  
CJ 3103: The Juvenile Justice System  
CJ 3153: Prison and Corrections  
CJ 4013: Drugs in Society  
CJ 4023: Law and the Legal System  
CJ 4141,4142,4143,4144: Seminar in Criminal Justice  
CJ 4206: The Law in Action  
CJ 4951,4952,4953,4954: Undergraduate Research in Criminal Justice  
CJ 4991,4992,4993,4994: Special Problems in Criminal Justice  
SOC 4003 Minority Relations

#### 6. Additional Courses to be Developed:

SPAN - Spanish for Law Enforcement (initially approved by English and World Languages)  
CJ - Criminal Justice in Transportation (per suggestion of attached EAB report)  
CJ - White Collar Crime\*  
CJ - Crime and Policing\*  
CJ - Cybercrime\*  
CJ - Criminal Procedure

\* e.g., of upper division content course that would be developed

#### 7. Potential Electives Currently Offered in Other Departments:

EAM 3003: Developing Emergency Management Skills  
EAM 3053: Introduction to Ethical and Legal Issues in Emergency Management  
EAM 3243: Introduction to Terrorism and Anti-Terrorism  
EAM 4083: Legal Issues in Emergency Management  
POLS 2003: American Government

8. Tuition Generated and Resources Needed.

**Estimated Tuition in First Four Years of CJ Program**

	Year 1	Year 2	Year 3	Year 4	Total
New, Traditional Students	\$82,800.00	\$190,440.00	\$314,640.00	\$414,000.00	\$1,001,880.00
Current BPS Students	\$41,400.00	\$91,080.00	\$149,040.00	\$207,000.00	\$244,260.00
Ozark LE Students	\$41,400.00	\$91,080.00	\$124,200.00	\$149,040.00	\$405,720.00
New, Online Students	\$82,800.00	\$231,840.00	\$430,560.00	\$579,600.00	\$1,324,800.00
	Total				\$2,976,660.00

The attached appendix *“Complete Revenue Estimation Tables”* contains the information on how the numbers were computed.

It is anticipated that we could begin the program with the resources available. While there is a projection of up to 60 students beginning the program in year one, only 20 of those would be new students. Those 20 would primarily take freshman general education courses or courses already being taught in the SOC-BA/CJ-AS programs. The other 40 student are primarily AS-CJ students, and we are currently prepared to teach these students.

During the second year of the program, some of the current AS-CJ students will begin to need the upper-division content courses that will be new offerings. Consequently, we would need one additional professor during year two.

Finally, if the projections estimates are fulfilled, we would need one more additional professor in order to create enough sections of both the lower division and upper division curriculum while continuing to meet the sociology course needs.

In summary, the program could be started with no new resources. If enrollment estimates are met, one new CJ professor would need to be hired for the second year, and another new professor would need to be hired for the third year. The CUPA median for an Assistant Professor of Criminal Justice (90%) is \$52,360 (CIP Code 430104) and for an Assistant Professor of Sociology (90%) is \$47,422 (CIP Code 450401).



<b>New, Traditional Students - These numbers estimate the enrollment of new students who are attracted by the offering of a BA-CI. The estimates are based on the anecdotal evidence of inquiries from phone calls, Time-Out For Tech, and Open House events. During these events, inquiries about a BA-CI are the most common questions BETH answers.</b>				
	2018-19	2019-20	2020-21	2021-22
Year 1 Cohort	10	8	6	5
Estimated Number of Students	\$82,800.00	\$66,240.00	\$49,680.00	\$41,400.00
Estimated Tuition/Year				
Year 2 Cohort		15	12	9
Estimated Number of Students		\$124,200.00	\$99,360.00	\$74,520.00
Estimated Tuition/Year				
Year 3 Cohort			20	16
Estimated Number of Students			\$165,600.00	\$132,480.00
Estimated Tuition/Year				
Year 4 Cohort				20
Estimated Number of Students				\$165,600.00
Estimated Tuition/Year				
<b>New Tuition/Year</b>	<b>\$82,800.00</b>	<b>\$190,440.00</b>	<b>\$184,640.00</b>	<b>\$414,000.00</b>
red cells represent independent groups of new student's first year.				
<b>Four Year Total</b>				<b>\$1,001,880.00</b>

<b>Current BPS Students. This estimates about one-half of BPS students matriculate to the program. This would cause an increase in tuition because the BA will require more class hours from Tech for graduation than the BPS currently requires, so this assumes their increase is only about 1/2 the hours/tuition of a completed new student.</b>				
	2018-19	2019-20	2020-21	2021-22
Year 1 Cohort	5	4	3	3
Estimated Number of Students	\$41,400.00	\$33,120.00	\$24,840.00	\$24,840.00
Estimated Tuition/Year				
Year 2 Cohort		7	5	4
Estimated Number of Students		\$57,960.00	\$41,400.00	\$33,120.00
Estimated Tuition/Year				
Year 3 Cohort			10	8
Estimated Number of Students			\$82,800.00	\$66,240.00
Estimated Tuition/Year				
Year 4 Cohort				10
Estimated Number of Students				\$82,800.00
Estimated Tuition/Year				
<b>New Tuition/Year</b>	<b>\$41,400.00</b>	<b>\$91,080.00</b>	<b>\$106,040.00</b>	<b>\$207,060.00</b>
red cells represent independent groups of new student's first year.				
<b>Four Year Total</b>				<b>\$1,244,270.00</b>

<b>Ozark Campus LE Students. This estimates about one-half of Ozark students matriculate to the program. This would cause an increase in tuition revenue because these students will need at least two more years of courses. The years/hours it will take these transfers if very conservative.</b>				
	2018-19	2019-20	2020-21	2021-22
Year 1 Cohort	5	4		
Estimated Number of Students	\$41,400.00	\$33,120.00		
Estimated Tuition/Year				
Year 2 Cohort		7	5	
Estimated Number of Students		\$57,960.00	\$41,400.00	
Estimated Tuition/Year				
Year 3 Cohort			10	8
Estimated Number of Students			\$82,800.00	\$66,240.00
Estimated Tuition/Year				
Year 4 Cohort				10
Estimated Number of Students				\$82,800.00
Estimated Tuition/Year				
<b>New Tuition/Year</b>	<b>\$41,400.00</b>	<b>\$91,080.00</b>	<b>\$124,200.00</b>	<b>\$149,040.00</b>
red cells represent independent groups of new student's first year.				
<b>Four Year Total</b>				<b>\$1,644,210.00</b>

<b>New Online Students. This is the hardest group of students to estimate; however, it is also the area for the greatest potential for growth. Anecdotal interest is very high. Dr. Ward and Dr. Augur report many phone classes inquiring about an online BA. Finally, the EAM marketing survey shows an online BA program has a huge market potential both in Arkansas and from our-of-state students.</b>				
	2018-19	2019-20	2020-21	2021-22
Year 1 Cohort	10	8	6	5
Estimated Number of Students	\$82,800.00	\$66,240.00	\$49,680.00	\$41,400.00
Estimated Tuition/Year				
Year 2 Cohort		20	16	14
Estimated Number of Students		\$165,600.00	\$132,480.00	\$115,920.00
Estimated Tuition/Year				
Year 3 Cohort			30	21
Estimated Number of Students			\$248,400.00	\$173,880.00
Estimated Tuition/Year				
Year 4 Cohort				30
Estimated Number of Students				\$248,400.00
Estimated Tuition/Year				
<b>New Tuition/Year</b>	<b>\$82,800.00</b>	<b>\$331,800.00</b>	<b>\$551,460.00</b>	<b>\$573,300.00</b>
red cells represent independent groups of new student's first year.				
<b>Four Year Total</b>				<b>\$1,544,000.00</b>

<b>Estimated Tuition in First Four Years of CI Program</b> Attached Excel File Contains Computations					
	Year 1	Year 2	Year 3	Year 4	Total
New, Traditional Students	\$82,800.00	\$190,440.00	\$184,640.00	\$414,000.00	\$1,001,880.00
Current BPS Students	\$41,400.00	\$91,080.00	\$106,040.00	\$207,060.00	\$244,260.00
Ozark LE Students	\$41,400.00	\$91,080.00	\$124,200.00	\$149,040.00	\$405,720.00
New, Online Students	\$82,800.00	\$331,800.00	\$551,460.00	\$573,300.00	\$1,529,360.00
<b>Total</b>					<b>\$2,976,660.00</b>



DATA SNAPSHOT

# Market Demand for a BA in Criminal Justice

Analysis of Regional Employer Demand and  
Arkansas Peer Programming



# COE Forum

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# 1) Research Methodology

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**Project Challenge** Leadership at Arkansas Tech University approached the Forum as they considered launching a new bachelor's-level program in criminal justice. Using quantitative data analytics, the Forum sought to assess the market viability of a bachelor's-level criminal justice program.

EAB's market research function provides insights which guide strategic programmatic decisions at member institutions. The Forum combines qualitative and quantitative data to help administrators identify opportunities for new program development, assess job market trends, and align curriculum with employer and student demand.

EAB reports rely primarily on labor market data from the Burning Glass Labor/Insight™ tool (description below). Reports occasionally use data from the United States Census Bureau and United States Bureau of Labor Statistics data to explore occupation and job trends. Market research reports may also incorporate Integrated Postsecondary Education Data System (IPEDS) data to assess student enrollment, demographics, and completion rates across competitor programs.

**Methodology and Definitions** **Methodology:** Unless stated otherwise, this report includes data from online job postings from March 2016 to February 2017.

**Definitions:** "Region" and "regional data" refer to the states of:

- Arkansas,
- Louisiana,
- Mississippi,
- Missouri,
- Oklahoma,
- Tennessee, and
- Texas.

## Burning Glass Labor/Insight™

### **EAB's Partner for Real-Time Labor Market Data**

This report includes data made available through EAB's partnership with Burning Glass Technologies, a Boston-based leader in human capital data analytics. Burning Glass Technologies specializes in the use of web spidering technology to mine more than 80 million online job postings and analyze real-time employer demand. Under this partnership, EAB may use Burning Glass's proprietary Labor/Insight™ tool to answer member questions about employer demand for educational requirements, job titles, and competencies over time, as well as by geography. The tool considers job postings "unspecified" for a skill, industry, employer, geography, certification, or educational requirement when the job posting did not advertise for one of these particular job characteristics. Unspecified postings represent null values and should be excluded from the total number (n value) of job postings analyzed in the query. A more complete description of the tool is available at <http://www.burning-glass.com/products/laborinsight-market-analysis/>.



For more information about the Labor/Insight™ tool, please contact Betsy Denious, Director of Business Development Learning & Policy at [bdenious@burning-glass.com](mailto:bdenious@burning-glass.com) or 301-525-6596.

## Project Sources

The Forum consulted the following sources for this report:

- EAB's internal and online research libraries ([eab.com](http://eab.com))
- National Center for Education Statistics (NCES) (<http://nces.ed.gov/>)
- Integrated Postsecondary Education Data System (IPEDS) (<https://nces.ed.gov/ipeds/Home/UseTheData>)
- Program webpages:
  - Arkansas State University, [Bachelor of Arts in Criminology webpage](#)
  - University of Arkansas, [Bachelor of Arts in Criminal Justice webpage](#)

## Profiled Institutions

The Forum profiled programs via secondary research at the following institutions:

### A Guide to Institutions Profiled in this Brief<sup>1</sup>

Institution	Location	Approximate Institutional Enrollment (Undergraduate/Total)	Classification
Arkansas State University	Southeast	9,500 / 13,500	Master's Colleges and Universities: Larger Programs
University of Arkansas	Southeast	22,000 / 27,000	Doctoral Universities: Highest Research Activity

1) National Center for Education Statistics.

## 2) Executive Overview

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**Prepare students to enter roles as 'transportation security officers.'** Top regional employers demonstrate the highest demand for bachelor's-level criminal justice professionals to enter roles as 'transportation security officers' (i.e., 210 jobs in the past 12 months). Develop coursework in air travel law and security to prepare students to enter positions with the Transportation Security Administration.

**Confer legal skills to meet employer demand for professionals with 'litigation' and 'legal documentation' skills.** Regional employers seek bachelor's-level criminal justice professionals with 'litigation' skills in nearly 14 percent of relevant job postings. Employer demand for 'transportation security officers' and 'police officers' further suggests graduates should possess legal skills. Law enforcement personnel typically require legal writing skills to write police reports and testify in court hearings.

**Advertise low in-state and out-of-state tuition to encourage Arkansas residents and non-residents to enroll.** Arkansas Tech University offers lower undergraduate tuition rates than profiled peer institutions, particularly for out-of-state students. Employers in the Dallas-Fort Worth-Arlington, TX and St. Louis, MO-IL metropolitan statistical areas (MSAs) demonstrate the highest regional demand for bachelor's-level criminal justice professionals. Highlight low out-of-state tuition in marketing efforts focused in Dallas and St. Louis to encourage non-Arkansas residents to enroll.

### 3) Regional Employer Demand

#### Top Employers and Titles

#### Regional Employers Demonstrate High Demand for 'Transportation Security Officers'

Offer coursework related to transportation security and regulations. Regional employers seek bachelor's-level criminal justice professionals to fill 'transportation security officer' roles most often, with 210 jobs posted by the Transportation Security Administration in the last 12 months. Further, prepare students to sit for the law enforcement entrance exam in Arkansas and surrounding states. The Texas Municipal League and the State of Louisiana demonstrate high demand for 'police officers,' with 78 and 58 open positions in the last 12 months, respectively. Discuss opportunities with students for program graduates to advance to roles such as 'corrections captain,' 'chief of police,' and other roles inaccessible to professionals without a bachelor's-level degree.

#### Titles Sought by Top Employers for Bachelor's-Level Criminal Justice Professionals

March 2016-February 2017, Regional Data<sup>2</sup>

n= 4,993 job postings, 1,502 unspecified postings

Employers	Titles
<b>State of Louisiana</b> (229 job postings)	<ul style="list-style-type: none"><li>• Police officer (58 job postings)</li><li>• Corrections captain (11 postings)</li><li>• Corrections lieutenant (10 postings)</li><li>• Police sergeant (9 postings)</li></ul>
<b>Transportation Security Administration</b> (210 job postings)	<ul style="list-style-type: none"><li>• Transportation security officer (210 job postings)</li></ul>
<b>AlliedBarton Security Services</b> (135 job postings)	<ul style="list-style-type: none"><li>• Security supervisor (72 job postings)</li><li>• Security officer (6 postings)</li><li>• Command center operator (1 posting)</li><li>• Assistant security supervisor (1 posting)</li></ul>
<b>Texas Municipal League</b> (126 job postings)	<ul style="list-style-type: none"><li>• Police officer (78 job postings)</li><li>• Chief of police (29 postings)</li><li>• Police lieutenant (4 postings)</li><li>• Criminal investigator (2 postings)</li></ul>
<b>Corrections Corporation of America</b> (98 job postings)	<ul style="list-style-type: none"><li>• Correctional officer (44 job postings)</li><li>• Corrections community manager (33 postings)</li><li>• Human resources manager (7 postings)</li><li>• Community corrections facility director (2 postings)</li></ul>

2) Burning Glass Labor/Insight™.



## Frequently Sought Skills

## Confer Legal Skills to Prepare Graduates to Enter Law Enforcement Roles

Incorporate writing workshops and peer editing opportunities to build students' legal writing skills. Law enforcement personnel typically require strong professional writing and legal writing skills to produce reports used in court hearings. Employers demonstrate high demand for bachelor's-level criminal justice professionals with legal skills, such as:

- 'Litigation,'
- 'Legal documentation,' and
- 'Legal research.'

Advertise the program as an opportunity for law enforcement professionals to earn a bachelor's degree and advance to more senior roles. Similar to frequently posted law enforcement titles, employers demonstrate high demand for criminal justice professionals with previous law enforcement experience. Regional employers seek bachelor's-level criminal justice professionals with 'law enforcement or criminal justice experience' in nearly 19 percent of job postings (i.e., in 935 of 4,993 postings). Other frequently sought criminal justice skills include 'inspection' and 'surveillance.'

## Top Skills for Bachelor's-Level Criminal Justice Professionals

March 2016-February 2017, Regional Data<sup>3</sup>

n= 4,993 job postings, 337 unspecified postings



- Law enforcement or criminal justice experience (935 job postings)
- Prevention of criminal activity (755)
- Criminal justice (497)
- Inspection (347)
- Surveillance (340)



- Litigation (693 job postings)
- Legal documentation (447)
- Legal research (335)
- Legal document composition (301)
- Trial preparation (193)
- Contract preparation (158)

## Locations with High Demand

## Focus Marketing Efforts in Dallas, Texas and St. Louis, Missouri

Advertise the bachelor's in criminal justice program in metropolitan statistical areas (MSAs) where employers demonstrate high demand per capita. Employers in MSAs outside of Arkansas demonstrate the greatest regional demand for bachelor's-level criminal justice professionals. The Dallas-Fort Worth-Arlington, TX MSA posts the most relevant jobs overall (i.e., 1,943 open positions in the past 12 months) and the most relevant jobs per capita (i.e., 642 postings per 100,000 residents). The St. Louis, MO-IL MSA, despite only posting 587 relevant jobs in the past 12 months, also posted a high number of relevant jobs per capita (i.e., 533 per 100,000 residents).

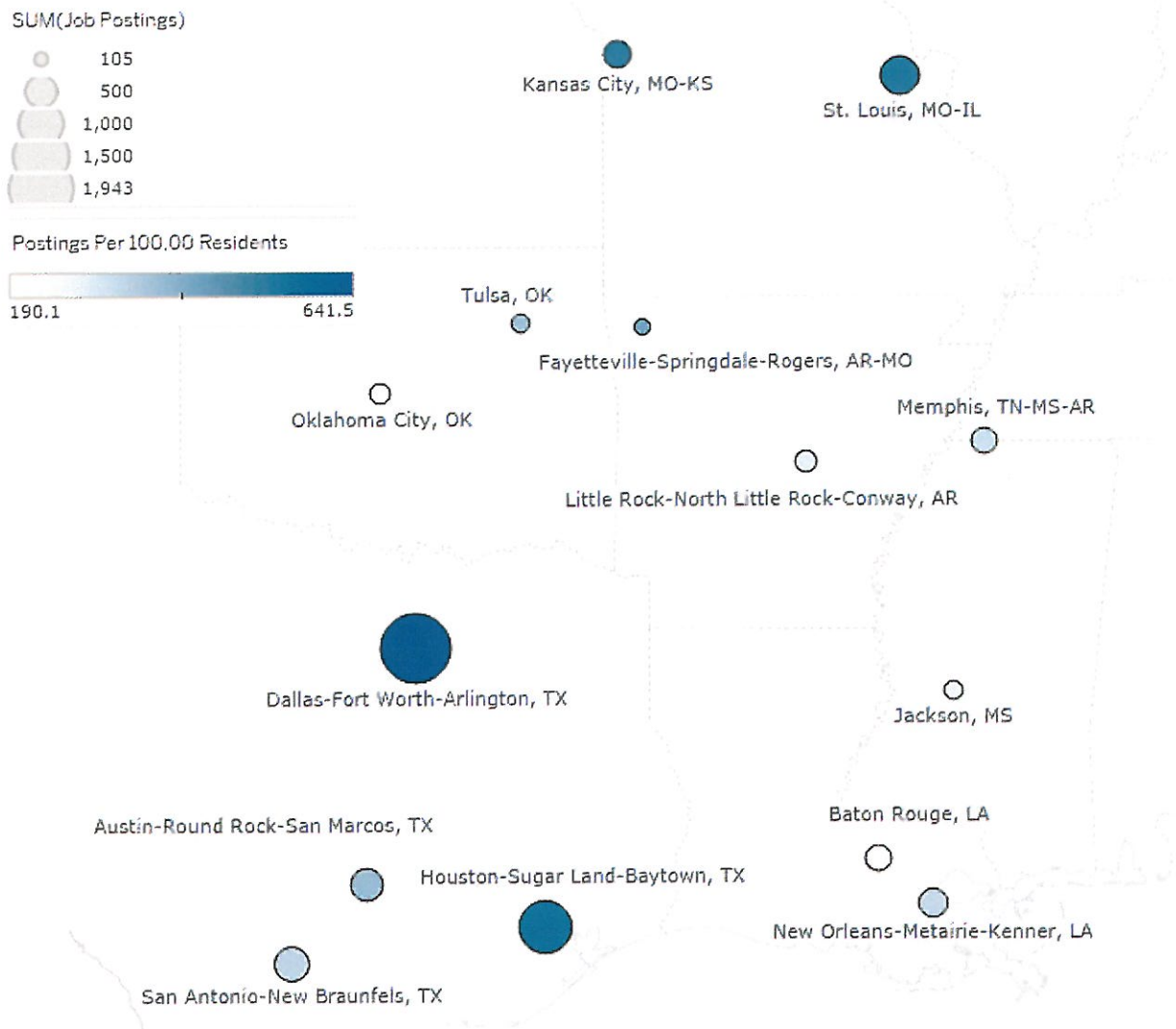
3) Burning Glass Labor/Insight™

Alternatively, target students in regional MSAs (e.g., Fayetteville-Springdale-Rogers, AR-MO; Tulsa, OK) to attract students who live closer to **Arkansas Tech University**. Nearby students will likely enroll in regional bachelor's-level criminal justice programs more readily than professionals from larger MSAs in Texas or Missouri.

### Top Locations for Bachelor's-Level Criminal Justice Professionals

March 2016-February 2017, Regional Data<sup>4</sup>

n= 4,993 job postings, 579 unspecified postings



4) Burning Glass Labor/Insight™

## 4) Program Outcomes and Trends

### Expected Salaries

### Advertise Potential Salary Increases to Encourage Graduates to Enroll in Master's-Level Criminal Justice Programs

Regional employers advertise higher salaries for master's-level professionals than for bachelor's-level professionals in nearly all relevant occupation titles. Of top occupation titles, only job postings for 'police and sheriff's patrol officers' advertise the same salary for bachelor's- and master's-level criminal justice professionals. Although regional employers demonstrate slightly lower demand for master's-level professionals (i.e., 3,001 open positions in the last 12 months, versus 4,993 open positions for bachelor's-level professionals), administrators should highlight increased salary as an incentive for program graduates to earn a master's-level degree.

Regional employers posted

**3,001 open positions**

**for master's-level criminal justice professionals in the last 12 months.**

### Mean Advertised Salary for Bachelor's-Level Criminal Justice Professionals

March 2016-February 2017, Regional Data<sup>5</sup>

n= 4,993 job postings, 13 unspecified job postings

Bachelor's-Level Occupation Title	Mean Advertised Salary
Paralegals and Legal Assistants	\$52,738
Police and Sheriff's Patrol Officers	\$49,426
Detectives and Criminal Investigators	\$68,620
Correctional Officers and Jailers	\$46,504
Transportation Security Screeners	\$37,884
First-Line Supervisors of Correctional Officers	\$63,978

### Mean Advertised Salary for Master's-Level Criminal Justice Professionals

March 2016-February 2017, Regional Data<sup>6</sup>

n= 3,001 job postings, 9 unspecified job postings

Master's-Level Occupation Title	Mean Advertised Salary
Police and Sheriff's Patrol Officers	\$49,426
<b>Paralegals and Legal Assistants</b>	<b>\$58,936</b>
Detectives and Criminal Investigators	\$74,803
Transportation Security Screeners	\$38,342
<b>Correctional Officers and Jailers</b>	<b>\$52,027</b>
First-Line Supervisors of Correctional Officers	\$66,143

**Bolded blue text** indicates graduate-level occupation titles with mean advertised salaries at least 10% greater than equivalent bachelor's-level occupation titles.

5) Burning Glass Labor/Insight™

6) Burning Glass Labor/Insight™



## Advertise Arkansas Tech University's Low Tuition Rates to Encourage Students to Enroll

**Arkansas Tech University** offers lower tuition rates than the **University of Arkansas** and **Arkansas State University**. Highlight Arkansas Tech University's [\\$219](#) in-state per credit tuition rate to encourage Arkansas residents to enroll in the criminal justice program. Similarly, advertise low out-of-state tuition rates (i.e., [\\$438](#) per credit) in marketing materials in regional locations that demonstrate high demand (i.e., Dallas, Texas and St. Louis, Missouri).

Maintain a low student-to-faculty ratio (i.e., between 3 to 1 and 10 to 1) to remain competitive with peer Arkansas programs. The University of Arkansas and Arkansas State University report similar degree completions in recent years. However, the University of Arkansas advertises nearly three times as many faculty on the BA in criminal justice program webpage than Arkansas State University (i.e., 21 criminal justice faculty versus 6 criminology faculty).

In recent years, profiled programs reported increased degree completions that peaked in 2014. Completions decreased slightly in 2015, suggesting decreased statewide demand in bachelor's-level criminal justice programs after 2014.

### Arkansas Bachelor's-Level Criminal Justice Programs' Characteristics

*Profiled Programs' Webpages*

Institution	Program Title	Tuition	Number of Credits	Number Faculty Advertised
University of Arkansas	<a href="#">BA in Criminal Justice</a>	In-state: <a href="#">\$240.12</a> Out-of-state: <a href="#">\$718.39</a>	120	21
Arkansas State University	<a href="#">BA in Criminology</a>	In-state: <a href="#">\$273.33</a> Out-of-state: <a href="#">\$473.33</a>	122	6

### Arkansas Bachelor's-Level Criminal Justice Programs' Reported Degree Completions

*Integrated Postsecondary Education Data System (IPEDS)*

