

CIP: 52.0702 Franchising & Franchise Operations

Market: Regional

Total Score: 5

Percentile: 89

Student Demand

Score: 3 Percentile: 20

Category	Pctl	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	0	Int'l Page Views (12 Months)	0	NS
		Google Search Volume (3 Months)*	NA	NS
	0	On-ground Completions at In-Market Institutions	0	0
	0	Online Completions by In-Market Students	0	0
	0	Sum of On-ground and Online Completions	0	NS
Growth	98	Inquiry Volume YoY Change (Units)	0	2
		Google Search YoY Change (Units)*	NA	NS
	94	Completion Volume YoY Change (Units)	0	1
		Inquiry Volume YoY Change (%)	NA	NS
		Google Search YoY Change (%)*	NA	NS
		Completion Volume YoY Change (%)	NA	NS

Competitive Intensity

Score: 2 Percentile: 50

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	0	Campuses with Graduates**	0	2
	97	Campuses with Grads YoY Change (Units)**	0	0
	0	Institutions with Online In-Market Students**	0	NS
In-Market Program Sizes		Average Program Completions	NA	NS
		Median Program Completions	NA	NS
		YoY Median Prog. Compl. Change (Units)	NA	NS
		YoY Median Prog. Compl. Change (%)	NA	NS
In-Market Saturation		Average Cost per Inquiry**	NA	NS
		Google Search * Cost per Click**	NA	NS
		Google Competition Index**	NA	NS
National Online Competition	0	National Online Institutions (Units)**	0	NS
		Natl Online % of Institutions	NA	NS
		Natl Online % of Completions	NA	NS

Employment*

Score: 0 Percentile: 86

Category	Pctl	Criterion	Value	Score
Size: Direct Prep		Job Postings Total (12 Months)*	NA	NS
		BLS Current Employment*	NA	NS
		BLS Annual Job Openings*	NA	NS
Size: Bachelors with ACS		Job Postings Total (12 Months)*	NA	NS
		BLS Current Employment*	NA	NS
		BLS 1-Year Historical Growth*	NA	NS
Growth (Direct Prep)		BLS 3-Year Historic Growth (CAGR)*	NA	NS
		BLS 10-Year Future Growth (CAGR)*	NA	NS
		Job Postings per Graduate*	NA	NS
Saturation (Direct Prep)		BLS Job Openings per Graduate*	NA	NS
		Job Postings per Graduate*	NA	NS
Wages (Direct Prep)		BLS 10th-Percentile Wages*	NA	NS
		BLS Mean Wages*	NA	NS
American Community Survey Bachelor's Degree Outcomes		Wages (Age < 30)	NA	NS
		Wages (Age 30-60)	NA	NS
		% with Any Graduate Degree	NA	NS
		% with Masters	NA	NS
		% with Doct/Prof Degree	NA	NS
		% Unemp. (Age <30)**	NA	NS
		% Unemp. (Age 30-60)**	NA	NS
		% in Direct Prep Jobs	NA	NS

CIP Description:

A program that prepares individuals to manage and operate franchises. Includes instruction in legal requirements, set-up costs and capitalization requirements, financing, and applications to specific franchise opportunities.

Degree Fit:

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Natl 2 Year		Cost Index**	NA	NS
		Student: Faculty Index	NA	NS

National Completions by Level

Score: 0

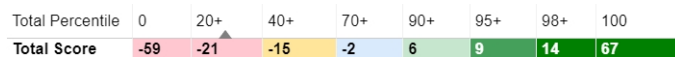
Award Level	Completions (National)	Completions (Market)	Inquiries (Market)
Certificate	0%	0%	NA
Associates	0%	0%	NA
Bachelors	33%	0%	NA
Postbaccalaureate Certificate	67%	100%	NA
Masters	0%	0%	NA
Post-masters Certificate	0%	0%	NA
Doctoral	0%	0%	NA
Unknown	0%	0%	NA

National Workforce Ed. Attainment

Score: 0

Award Level	BLS Educational Attainment
No College	NA
Some College	NA
Associates	NA
Bachelors	NA
Masters	NA
Doctoral	NA

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
 ** - Color scale in reverse.
 NA - No data available/not currently tracked.
 NS - Not Scored in Rubrics (values = 0).
 2-Yr - Associates & certificate programs only.
 PCTL - Percentile



** Color Scale in Reverse

