



### CHALLENGE

**Holy Family University** (*Holy Family*), a small, private, liberal arts institution was considering reinstating a general chemistry major it had previously retired. However, the university was struggling to reach a decision that would satisfy the conflicting opinions of the faculty, who were proponents of the program, and senior administration, who opposed it.

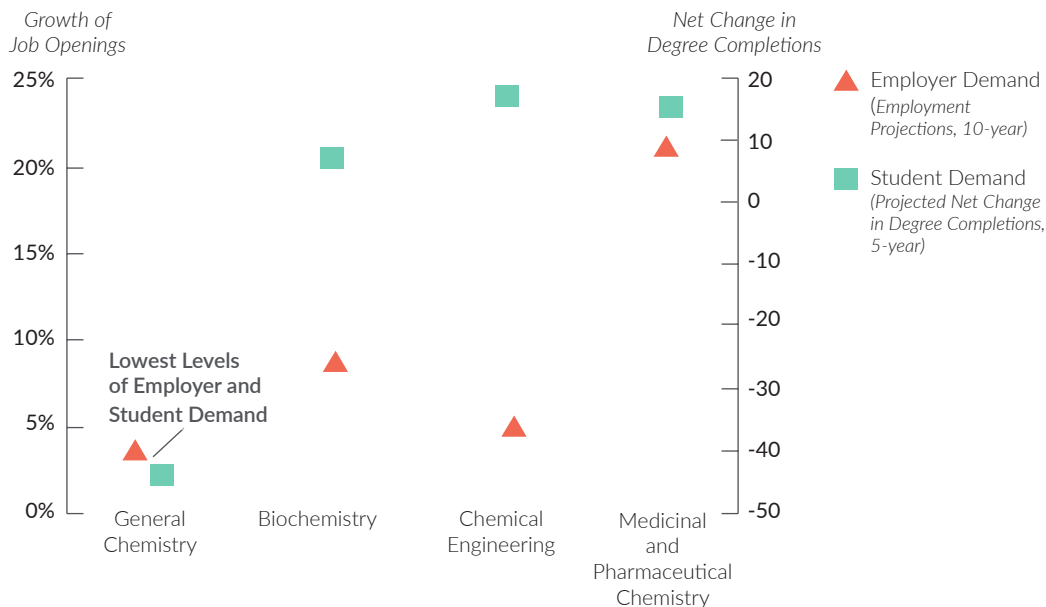
### SOLUTION

Hanover partnered with Holy Family to objectively evaluate the potential benefits of a general chemistry degree. Employing a program evaluation, Hanover analyzed the general chemistry degree program according to student demand among peer institutions, employment forecasts, and the resources needed to support the program.

### IMPACT

While Holy Family had many of the requisite elements to launch a general chemistry degree, Hanover identified that the degree had the lowest student demand and forecasted employment prospects, compared to other specialized chemistry degrees.

#### A SUCCESSFUL ACADEMIC PROGRAM REQUIRES BOTH HIGH STUDENT AND EMPLOYER DEMAND



The partnership with Hanover opened my eyes to the value of evidence-based research. Because of Hanover's analysis, we had data to confirm that the chemistry program would not satisfy market demand, undoubtedly resulting in a lot of time and money saved. We could not have made such an informed decision without their analysis.

—Michael Markowitz, PhD.,  
 Vice President for Academic Affairs

As a result of Hanover's findings, Holy Family University:

- ✓ Saved money, time, and resources by not launching a low-demand program
- ✓ Began adopting more evidence-based approaches to program launches

For more information regarding this case study, contact [info@hanoverresearch.com](mailto:info@hanoverresearch.com)