



**TO** Chief Executive Officers/Directors  
Licensed/Registered Private Schools

**FROM** Patricia Landis, Chief

**DATE** August 8, 2013

**RE** Private Licensed Schools Memorandum #74

### **JOB OPPORTUNITY REQUIREMENT IN NEW PROGRAM APPLICATIONS**

The Board requires evidence of sufficient employment opportunities for graduates as a component of the new program application. The Board also requires that each new program adequately prepares graduates for employment in the field. The school is responsible for ensuring that these requirements are met in order to justify approval of the new program.

Applicants may demonstrate evidence of employment opportunities in several ways. Job advertisements may be included in the application. There is no specific number of job ads that is required. Instead, it is the responsibility of the school to provide enough job opportunities to demonstrate adequate employment opportunities for graduates. A program with very few starts each year might include enough ads for the first cohort. A program that will have many starts each year might need to provide enough job ads to equal anticipated graduates in the first year.

The job requirements of an opportunity must be fulfilled through the program's admission requirements and curriculum. Job ads that require degrees should not be submitted unless a degree is required for admission to the program. Job ads that require work experience in the field should not be submitted. Job ads that require a certification should not be submitted unless the program will result in certification or prepares students or graduates for the certification.

For schools that conduct their programs online and will enroll students in multiple states, representative samples of job ads will be needed from several of these states.

The Board will also accept other methods of demonstrating adequate job opportunities for graduates. The Board will accept letters or survey results from potential employers to confirm the availability of positions. Letters or surveys should confirm that the employer hires in this field and would consider hiring graduates of this program. Please note that it is the school's responsibility to ensure that enough letters are provided to support enough positions for the intended enrollment as described above in paragraph #2. Letters should be on the employer's letterhead.

The Board may also accept current, valid and reliable local market data to substantiate specific employment needs in the field. Note that evidence of an adequate number of openings to support the intended enrollment will be required.

The Board may also accept meeting minutes from the program's advisory committee that substantiate specific program-related employment needs. Evidence from an advisory

committee should be in the form of detailed minutes with sustainable data to demonstrate local demand for the proposed program. Please include contact information of advisory board members. It is the school's responsibility to ensure that the advisory committee demonstrates an adequate number of positions or that this information is combined with other options to demonstrate adequate need.

A program application may include one or more of these means of evidence. For instance the report may state the local market data along with local job postings or letters from local employers.

Please note that it is the responsibility of each applicant for a new program to adequately demonstrate sufficient employment opportunities to justify the new program and to adequately demonstrate that the program provides the skills that are required for the positions. Applications that do not adequately demonstrate that the program adequately prepares graduates for employment and that sufficient demand exists for graduates with these skills may be deferred by the Board.