

Measure 9B: Market Share

Definition: Measure 9B reports overall market share by award level for Minnesota sectors of higher education: Minnesota State Colleges and Universities, University of Minnesota, private four-year colleges and universities, and other two-year colleges. The comparative market share for the these sectors is expressed in terms of the absolute number of awards and as a percent of awards within each level. For the percentage measure, the numerator is the number of awards for the sector, and the denominator is the total awards across all sectors.

Significance: Measure 9B is significant in that it indicates the overall market presence of System institutions relative to other institutions that are providing the same types of awards.

Measure: Figure 9B-1 shows the total number of awards from Minnesota sectors of higher education for fiscal year 2003. Figure 9B-2 expresses these numbers in terms of percentages for each sector. Among the various sectors, System institutions awarded 80 percent of sub-baccalaureate awards, 33 percent of bachelor's degrees, 14 percent of master's degrees, and 50 percent of post-masters certificates.

Figure 9B-1
NUMBER OF AWARDS BY LEVEL, FY2003
MINNESOTA SECTORS OF HIGHER EDUCATION

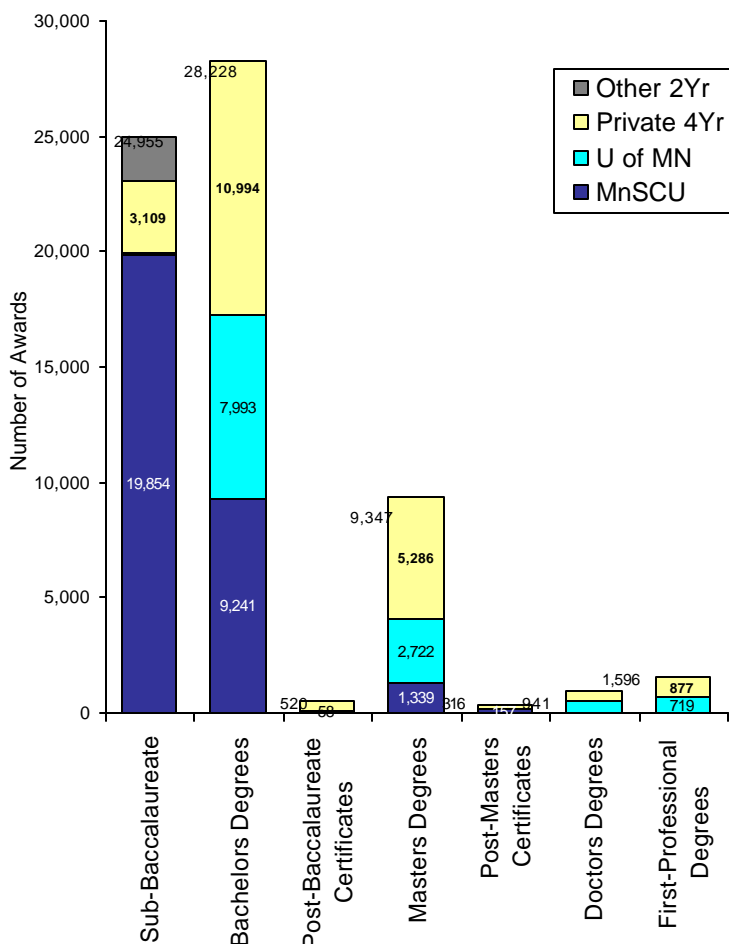


Figure 9B-2
PERCENT OF AWARDS BY LEVEL, FY2003
MINNESOTA SECTORS OF HIGHER EDUCATION

