



ACCREDITING BUREAU OF HEALTH EDUCATION SCHOOLS  
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## GUIDELINES FOR CONDUCTING A MARKET SURVEY

The Accrediting Bureau of Health Education Schools (ABHES) provides these guidelines to assist its accredited institutions and programs in identifying program need. ABHES requires institutions applying for new campus approval or implementation of a new program to evidence community need. This includes the availability of externship sites as applicable and employment demand.

The following are minimum requirements to be addressed relative to market demands:

1. **Survey of potential employers:** Summary results from a brief survey used to address future hiring needs and trends to include desirable training characteristics, feedback on past graduate hires and any changes in the qualifications required for graduates to achieve successful employment outcomes (e.g., required or preferred credentialing).

Provide a summary of survey results including time period and number of surveys.

2. **Externship availability:** Signed externship contract sites that include the number of students allowed at one time per site and dates. It is essential that the institution demonstrate enough available sites to support the expected enrollment for the first class.

ABHES requires that externships be available for all enrolled students as they are ready for the experience. It further states, students should not wait for externships and back-up sites should be available to ensure that there is no significant break in the educational process.

Provide signed contracts with externship sites.

3. **Advisory board:** Representatives from the local health care community specific to this program who have accepted appointment to the Advisory Board and others who have an interest in serving as back-up or future purposes. These individuals are active professionals in the field who can provide current information on such things as potential externship sites, upcoming employment needs, and salary expectations.

Provide a list of representatives including name, organization, address, and telephone number.

4. **Salaries:** General surveys on projected salaries graduates might expect that includes potential employers and related professional organizations. This information is essential to demonstrate the relationship between tuition and graduate success.

5. **Competition:** Listing of other educational/training facilities, including their programs and student population, located within a 10-mile radius of the campus.

6. **Summary:** The most critical element of the Market Survey is that the program demonstrates that the summarized information *evidences a compelling need for the program*. If there is local competition, demonstration of the ability for the community to support this program is essential. Assuming need, the institution has a documented plan based on the results of the Market Survey that was taken into consideration when determining such things as the program's future enrollment, the effectiveness of the curriculum, and necessary future changes to address the needs of the local health care community.