

Geisinger Health System Residency Market Study

Geisinger is a mainstay in northeast Pennsylvania, and the healthcare system is poised to continue growing. Upon identifying current and potential worker shortages within the service area – especially as they relate to specialization and location – The Institute made informed recommendations for the development of new residency programs throughout the Geisinger Health System footprint in Pennsylvania and New Jersey.

Luzerne County Community College

The Institute conducted a market study of the counties served by Luzerne County Community College, finding promise for continued employment growth despite limited population growth. Young adults are entering the workforce as people retire, leaving ample opportunity in a variety of fields. The college will use the findings to invest in relevant degree and licensing programs.

Wilkes University Marketing Research

A series of surveys was conducted over the course of several years – 2013, 2017, and 2018 – to gain enhanced understanding of the reasons prospective students opted not to attend Wilkes University. The Institute asked respondents what they looked for in a school, and how the college either surpassed expectations or fell short of them. The results, which were largely consistent over the years, were used to better market Wilkes University's strengths to potential enrollees.

Wayne Pike Workforce Alliance, December 2014 – The Institute prepared a market study to determine the needs and interests of Wayne and Pike County residents and businesses with regard to post-secondary education and training programs.

Nicholson Heritage Association, July 2013 – This study's purpose was to identify the potential benefits of the re-use of a historic building as a community center for residents to gather, a visitor's center to promote tourism, and a gateway to the Viaduct Valley Way Scenic Byway.

Lacawac Sanctuary Foundation, March 2014 – The research team prepared a market study to determine the significance of the Lacawac Sanctuary, the Environmental Research and Education Consortium, and other development opportunities in the region. The objective of the study was to identify several shared programs with existing hotels and resorts that would draw more people to the area for special events, tours, etc.

Jewish Community Center, October 2011 – This project included the preparation, deployment, collection, and analysis of multiple surveys, and a regional competitive analysis designed to evaluate the feasibility of expanded programming.

Workforce Wayne CTC Market Study, October 2009 – Multiple surveys and interviews, as well as secondary data, were considered to produce a market study identifying whether a Career and Technology Center would benefit secondary and post-secondary education in Wayne and Pike Counties.

Greater Wilkes-Barre Chamber of Business & Industry Apartment Study, October 2009 – The Institute prepared a market study of multi-family housing units in several Luzerne County communities.

Bloomsburg University Foundation – Higher Education Needs Assessment, July 2009 – An education needs assessment and a feasibility study were developed for a four-county region in Central Pennsylvania. Research involved intercept surveys, electronic surveys, key informant interviews, and the development of an existing program matrix and business assessment. Analysis, findings, and recommendations were prepared for Bloomsburg University to develop a strategic plan that addresses various opportunities and gaps.

Wilkes-Barre Scranton Penguins Semi-Professional Sports Team Market Analysis, June 2007 – The research team conducted a market analysis that included focus groups, online surveys, and analysis of similarly-sized teams and markets. Recommendations and an implementation plan were prepared as well.

Luzerne County Strategic Tourism Marketing Plan, June 2006 – This project offered an overview of Luzerne County and the economic implications of the county being a potential destination for visitors. Assets were catalogued and strategies were developed for attracting visitors to the area – with an emphasis on quality of place and recreational opportunities.

Hazleton Performing Arts Center/Amphitheater Project: Feasibility Study-Competitive Analysis, October 2005 – Foundation research identified potentially competitive venues should a Hazleton Performing Arts Center/Amphitheater be developed. The Institute also reviewed markets that would be served with such a venue. Complete feasibility and market studies were recommended to identify risks and potential returns on investment through direct, indirect, and induced benefits.

Exeter Property Development Feasibility Study, April 2005 – The research team completed an initial feasibility study for a residential property development in Exeter Borough. The property development plan consisted of three phases – one phase every two years, with each phase consisting of the construction of 77 new townhomes. The study identified anticipated revenue and costs for the borough.

Volunteers In Medicine (VIM) Clinic, October 2004 – The Institute conducted a market study to determine whether there was a need for primary and preventative care to serve the uninsured and underinsured throughout Luzerne County. Costs to emergency rooms used to serve non-emergent conditions were also considered in the evaluation. A feasibility study was prepared upon determination that the vehicle was needed.