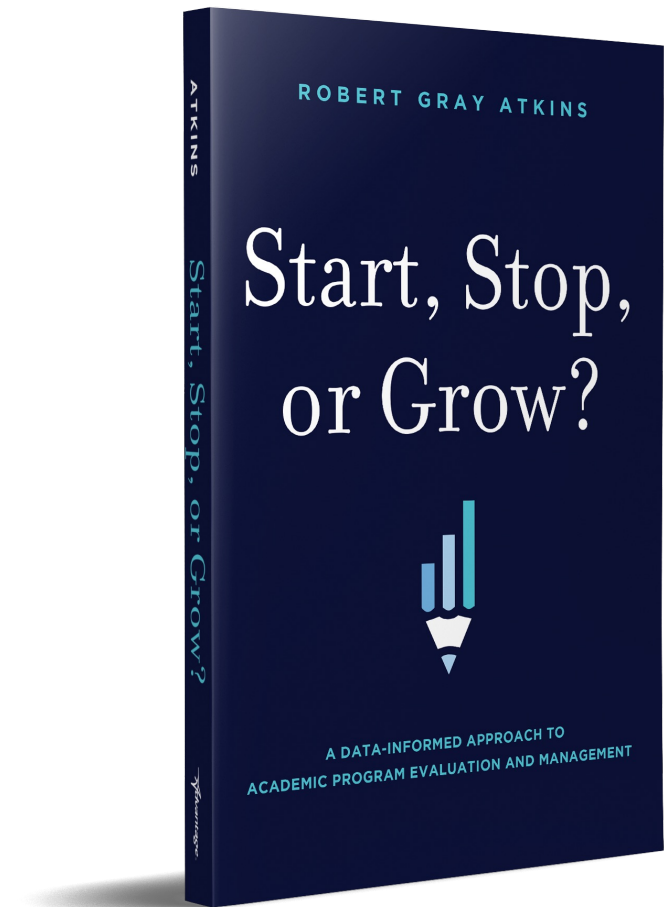


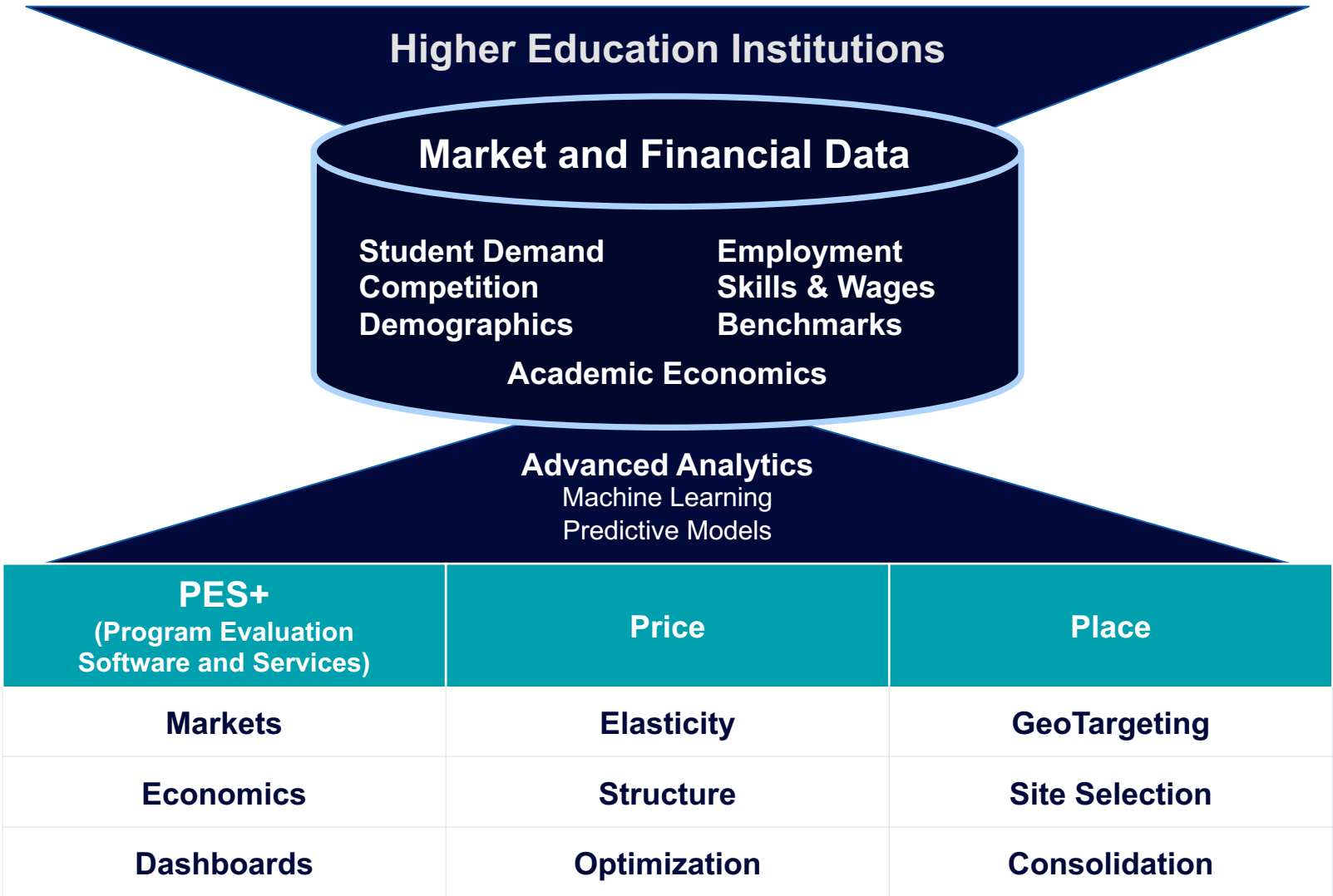


GRAY
ASSOCIATES

Demand for Higher Education Programs

Results through April 2022





Agenda

Google Search

International Student Demand

Enrollment

Employment Trends

Non-Degree Courses

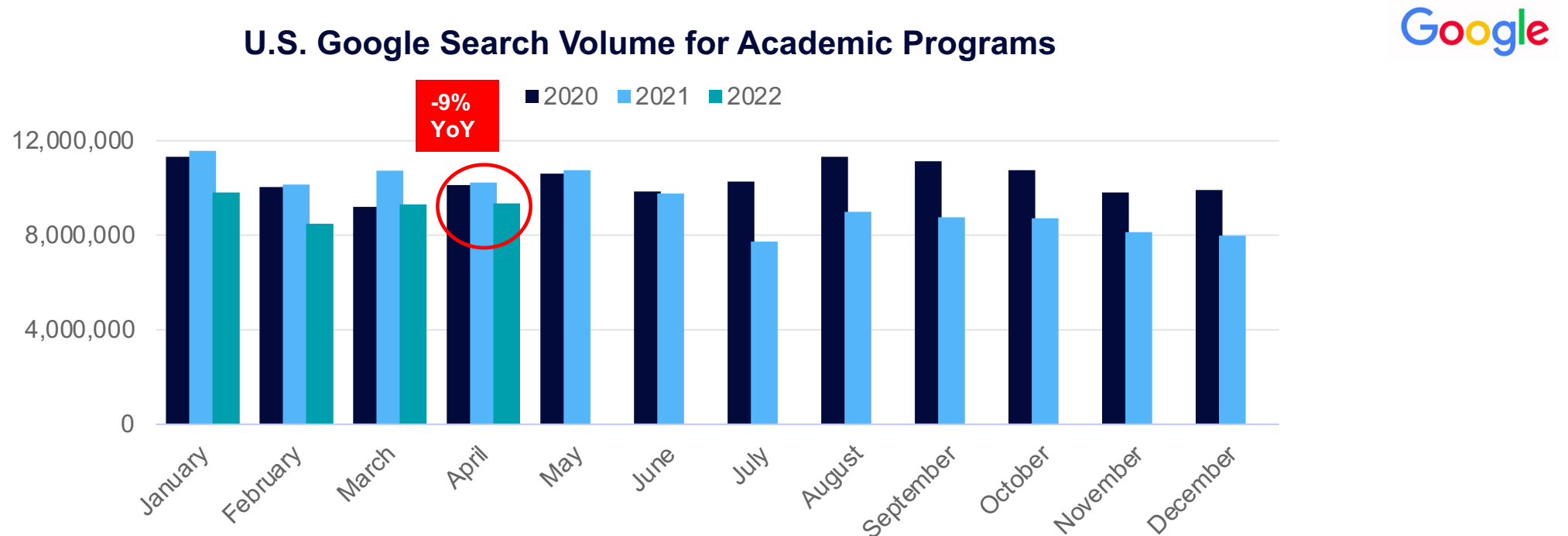
Program of the Month

Summary

Google Search Trends: Programs

Gray now tracks searches for a curated set of keywords for more than 1,000 programs.

- This expands coverage from about 200 programs and improves curation of the individual keywords.



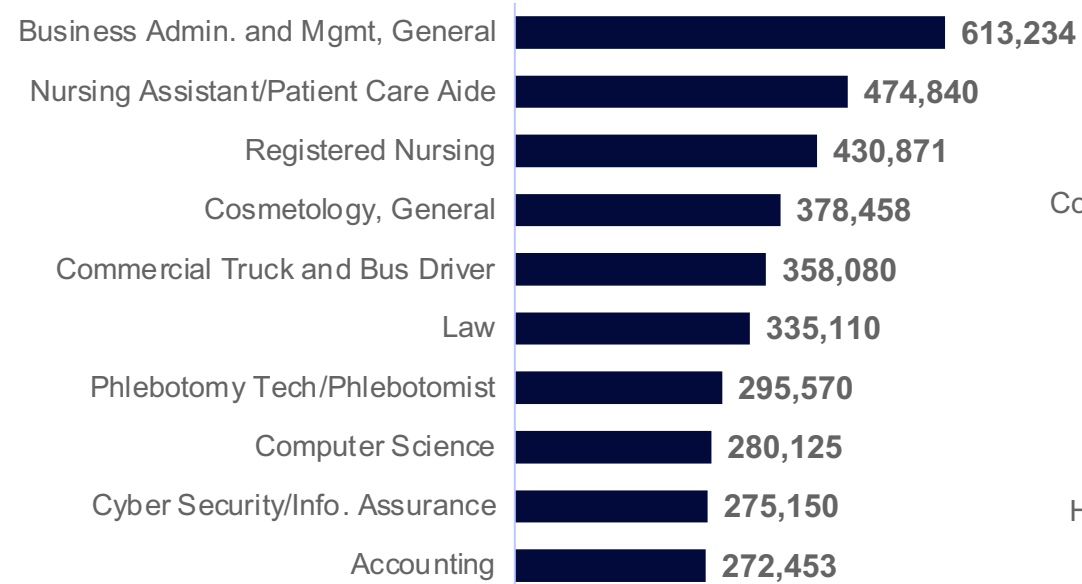
Source: Gray's Keyword Search Dashboard

Google: Fastest-Growing Programs, Nationwide

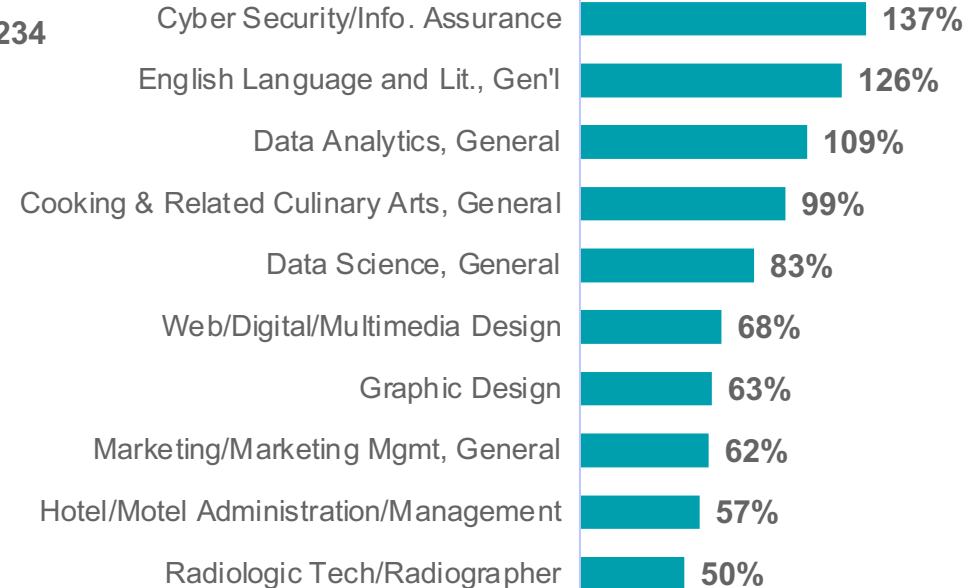
In April, searches for three programs were more than double year-ago levels.



April 2022 Top Programs by Volume



April 2022 Top Programs by YoY Growth*



*Google search volume for standardized sets of academic keywords for 1,037 programs.

Source: Gray's Keyword Search Dashboard

*Minimum 10,000 searches April 2021

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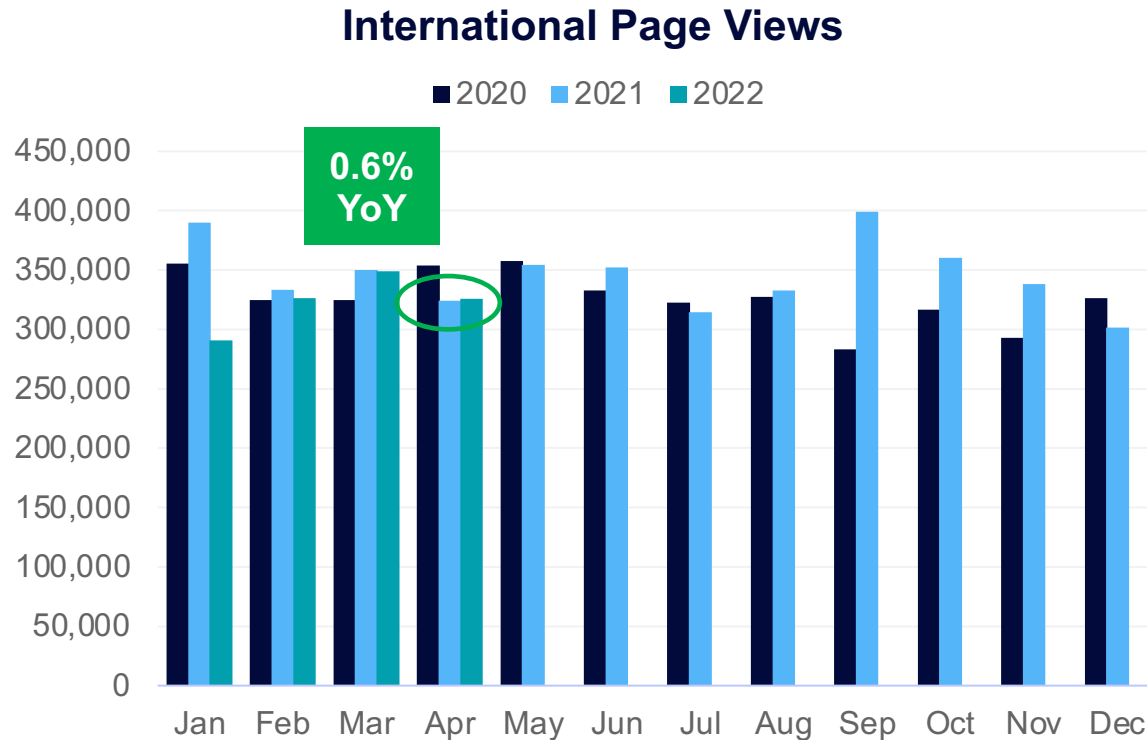
Program of the Month

Summary



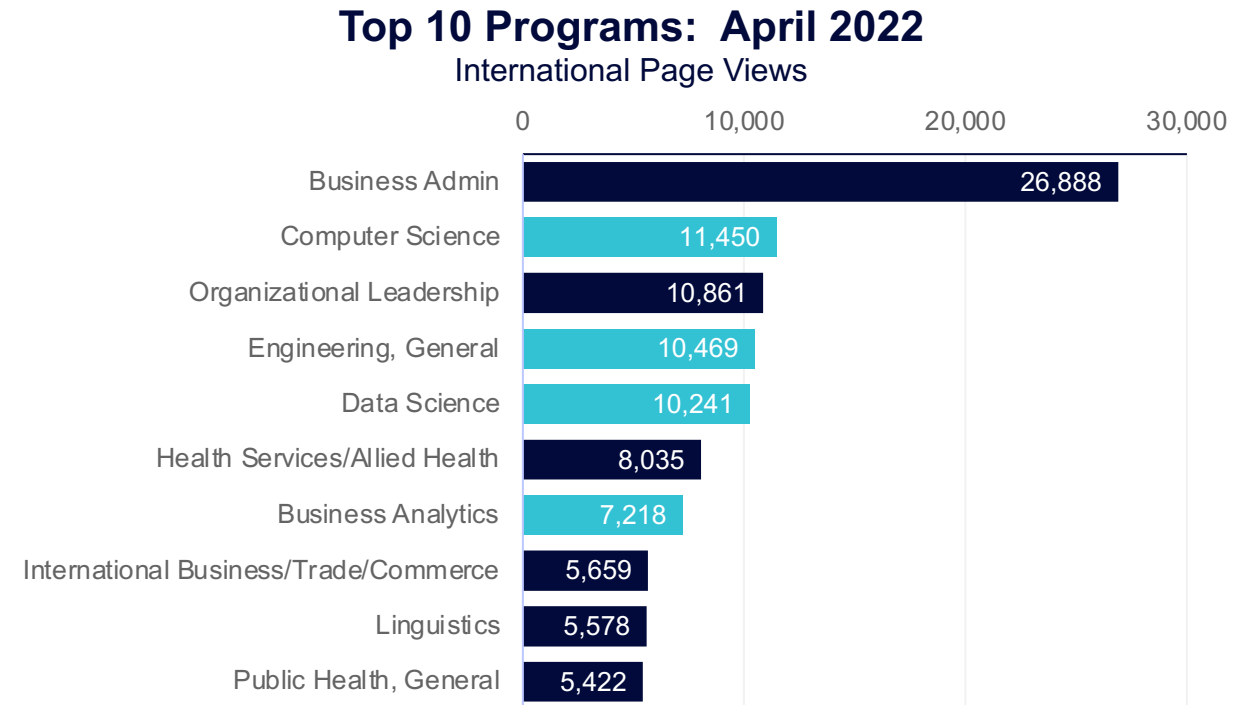
International Student Demand

In April, international student interest in U.S. programs was flat.



Source: Gray's International Student Demand Dashboard

The most-viewed programs were Business and Computer Science.

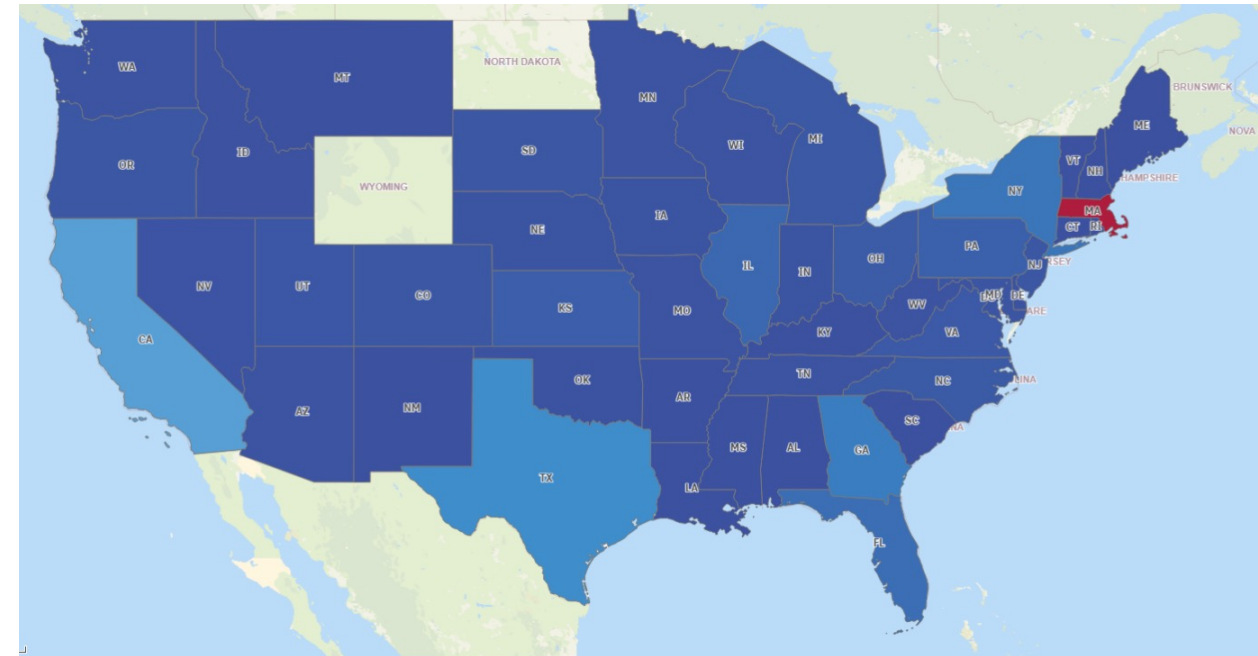
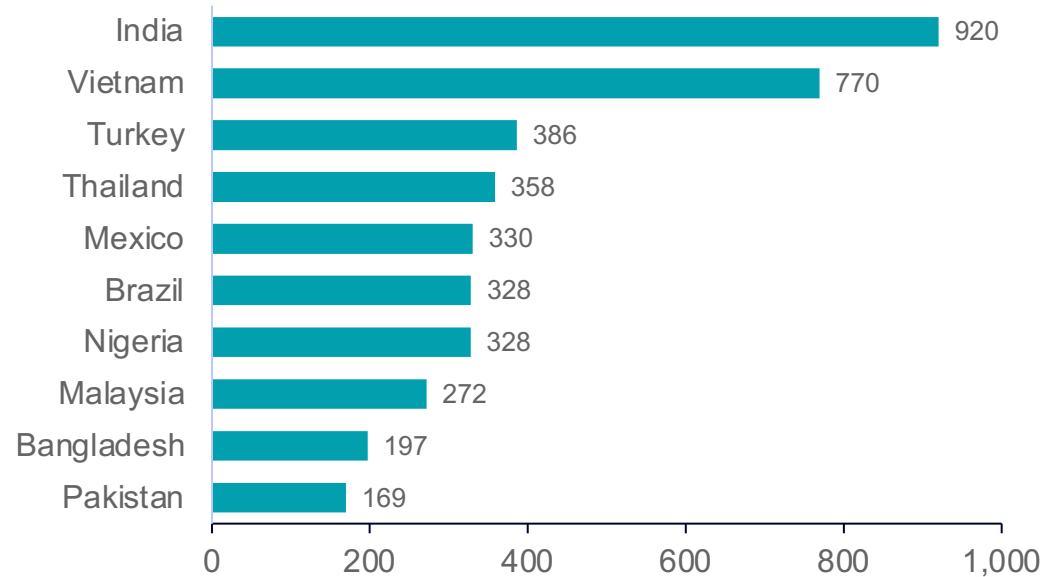


International Page Views: Business Analytics (from top 10)

India led in page views for Business Analytics.

Massachusetts was the most popular destination, followed by Georgia.

International Page Views by Originating Country
Business Analytics, April 2022



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Non-Degree Courses

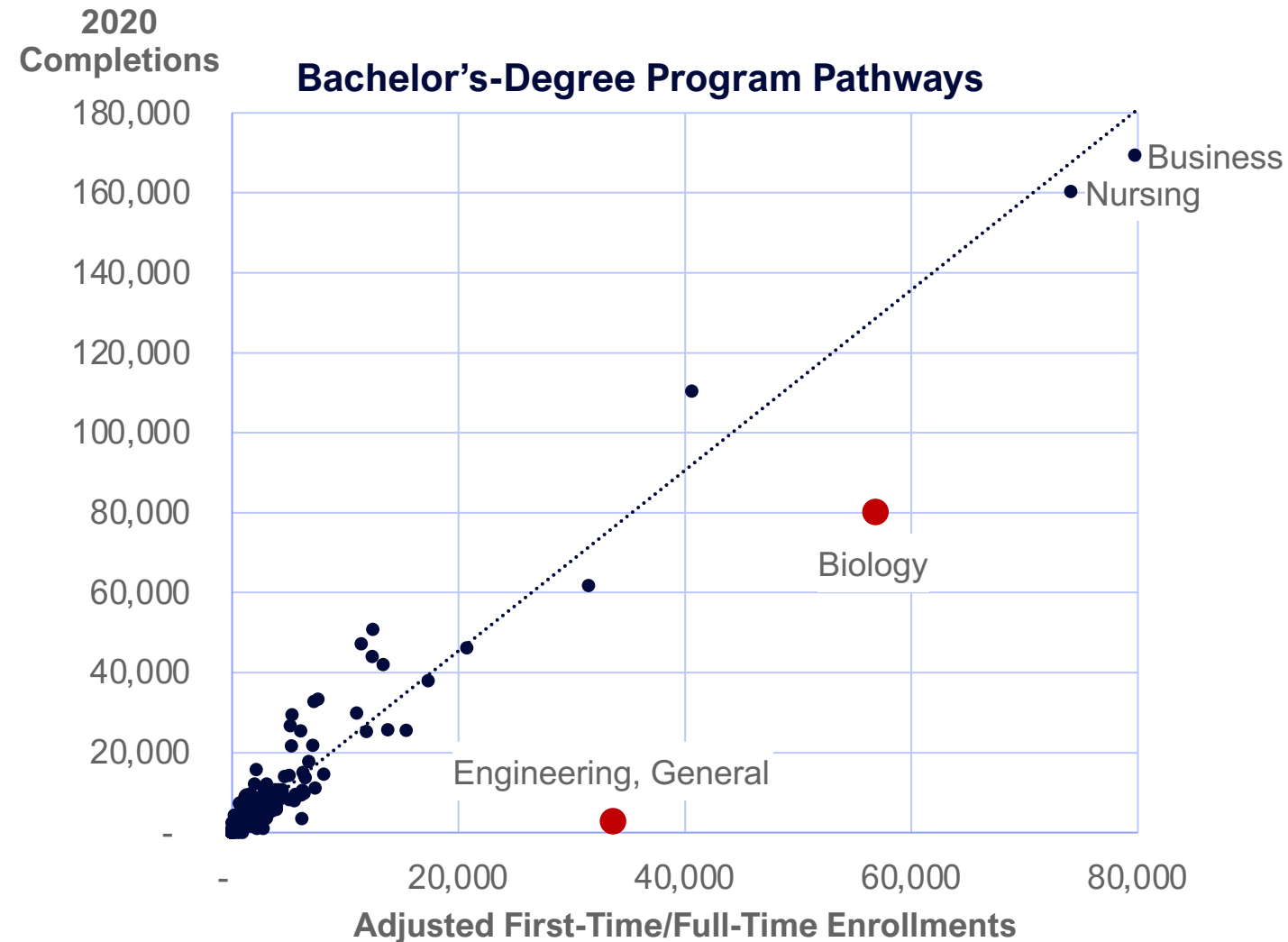
Program of the Month

Summary

Student Pathways by Program

Two Outlier Programs

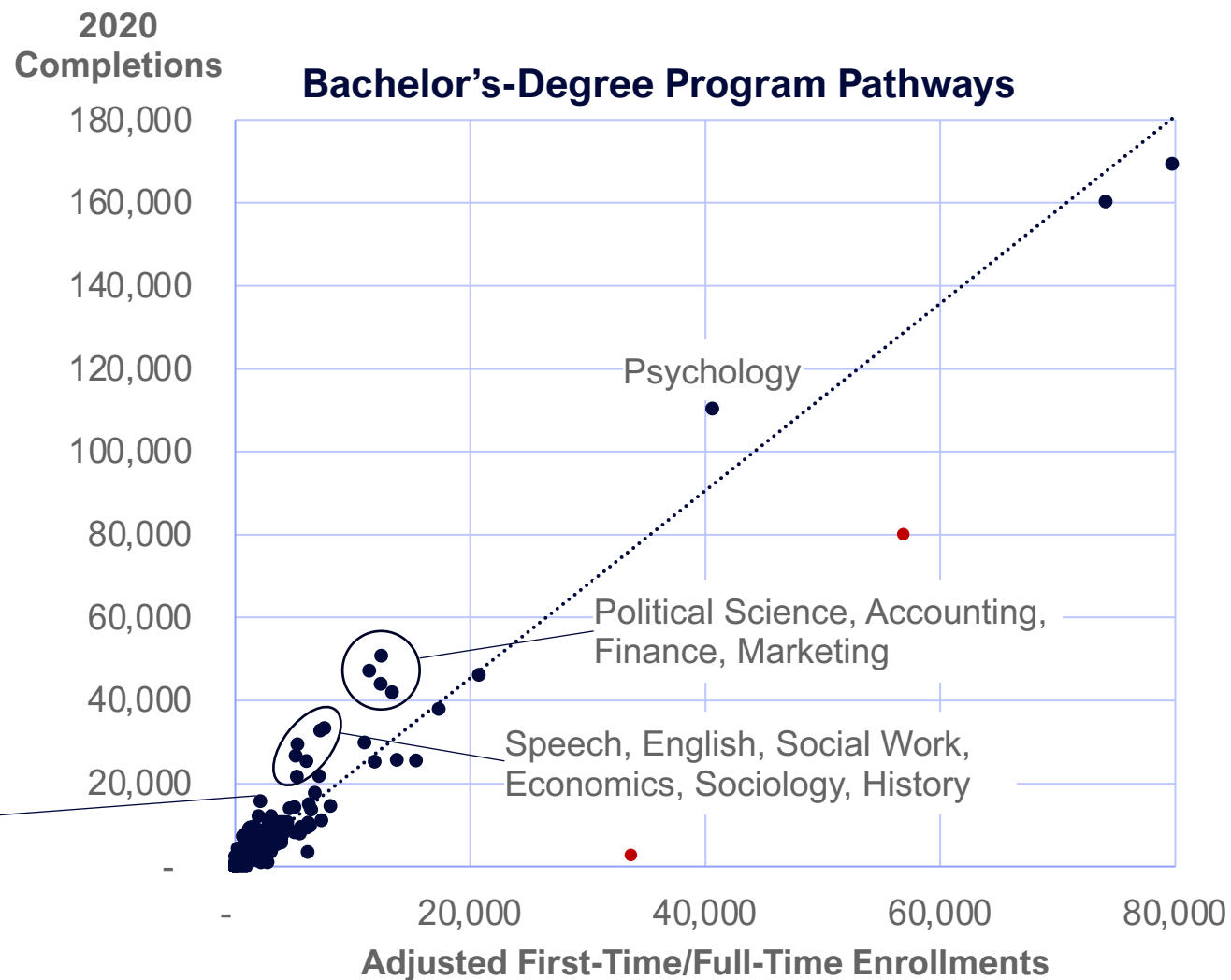
- Biology
 - Discouraged Pre-Med intenders?
- Engineering, General
 - FT/FT enrollments reflect undeclared in School of Engineering
 - Few completions because degrees are in specific Engineering fields
- But not Nursing (for complicated reasons)
 - FT/FT enrollments include pre-Nursing
 - High attrition
 - Completions include RN-to-BSN



Student Pathways by Program

Eleven Parachute Programs with at least 10,000 more completions than expected from FT/FT enrollments

- Psychology the biggest by a substantial margin
- 3 Business specializations: Accounting, Finance, Marketing
- 6 Liberal Arts programs: Political Science, Speech/Communication, English, Economics, Sociology, History
- 1 non-clinical, non-science healthcare program: Healthcare Administration



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Google Search

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Employment Trends

Non-Degree Courses

Program of the Month

Summary

In April 2022, for the first time since 2020, job postings fell year-over-year.

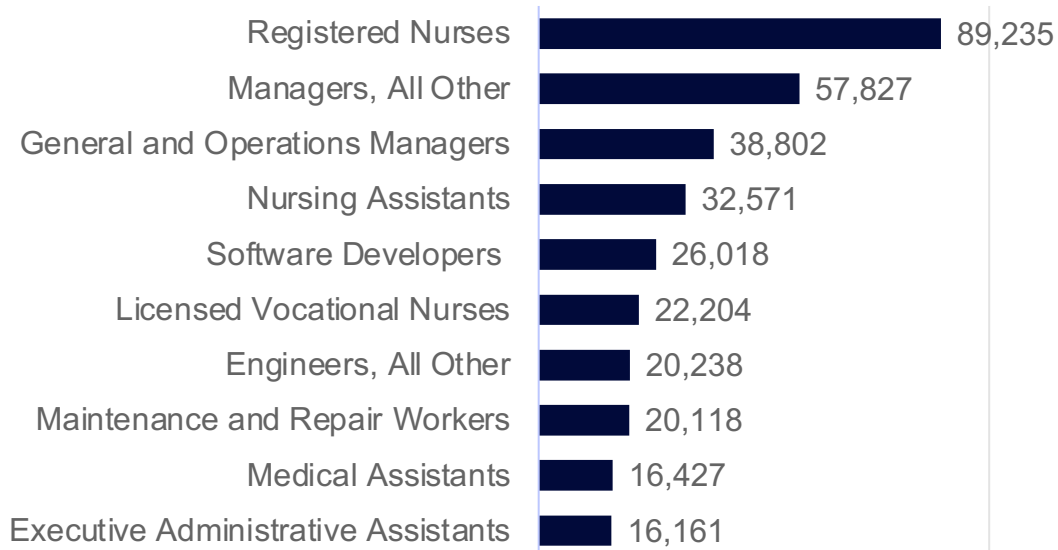


Source: Gray's Job Postings Dashboard

U.S. Job Postings Trends, April 2022

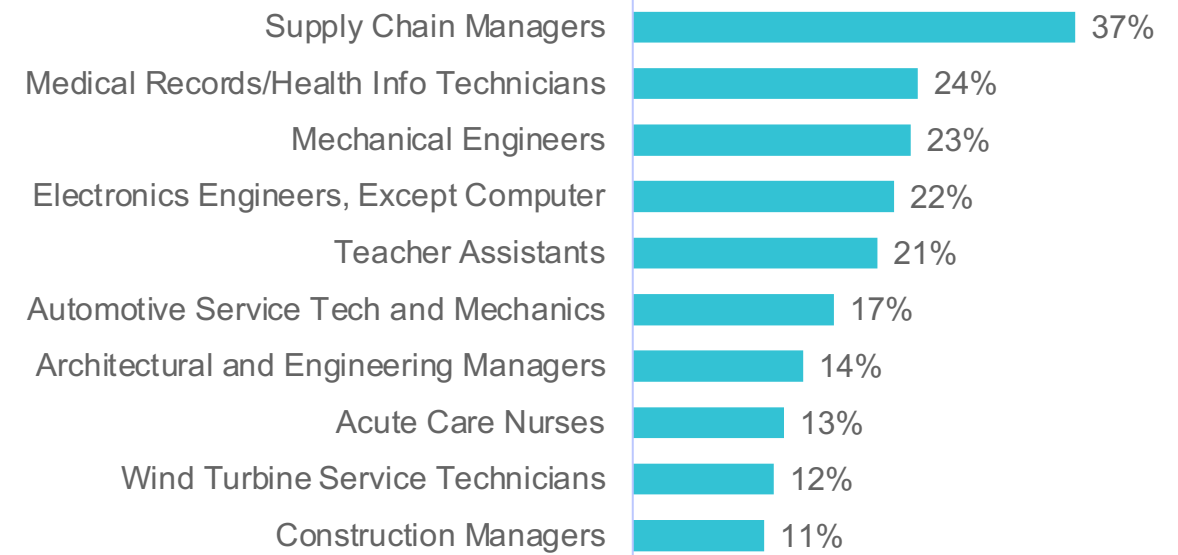
Registered Nurses had the highest volume of postings among the top ten.

April 2022 Top Job Postings
By Standard Occupational Code



Supply Chain Managers increased 37%.*

April 2022 Fastest-Growing Job Postings



*Excludes postings that don't require any post-secondary education.

Source: Gray's Job Postings Dashboard

*Minimum 2,000 jobs prior year.

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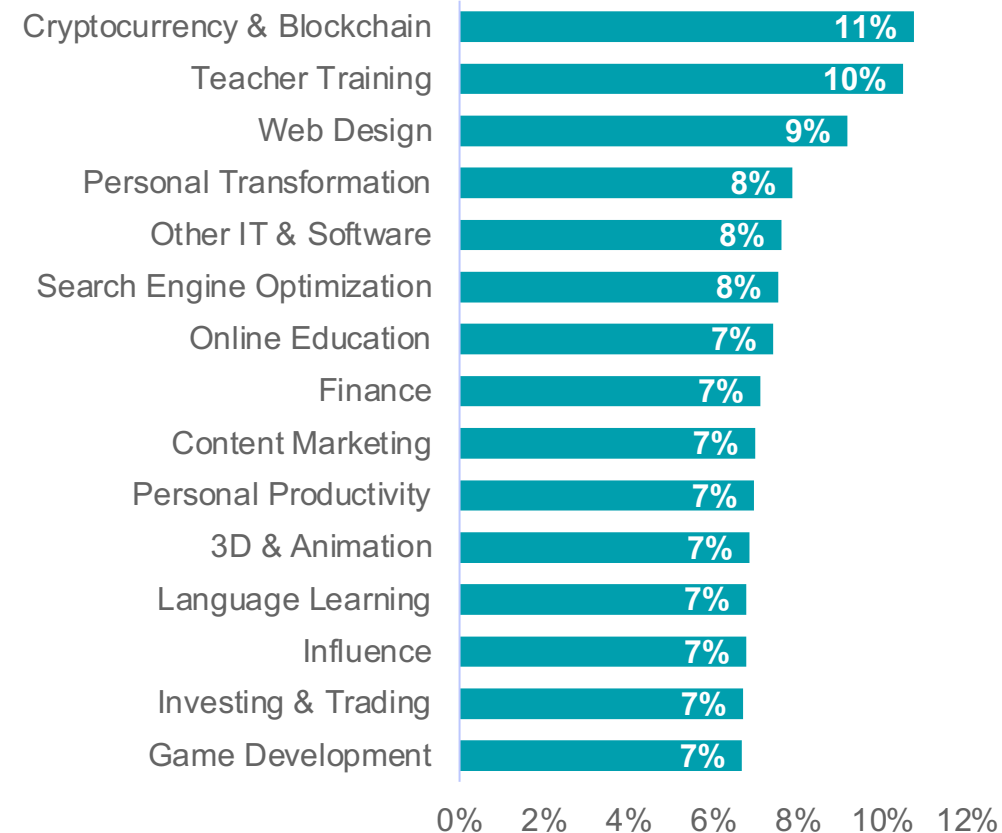
Udemy: Top Course Categories

Top 15 Categories by Cumulative Enrollment



Top 15 Fastest-Growing Categories

Trailing Six Months



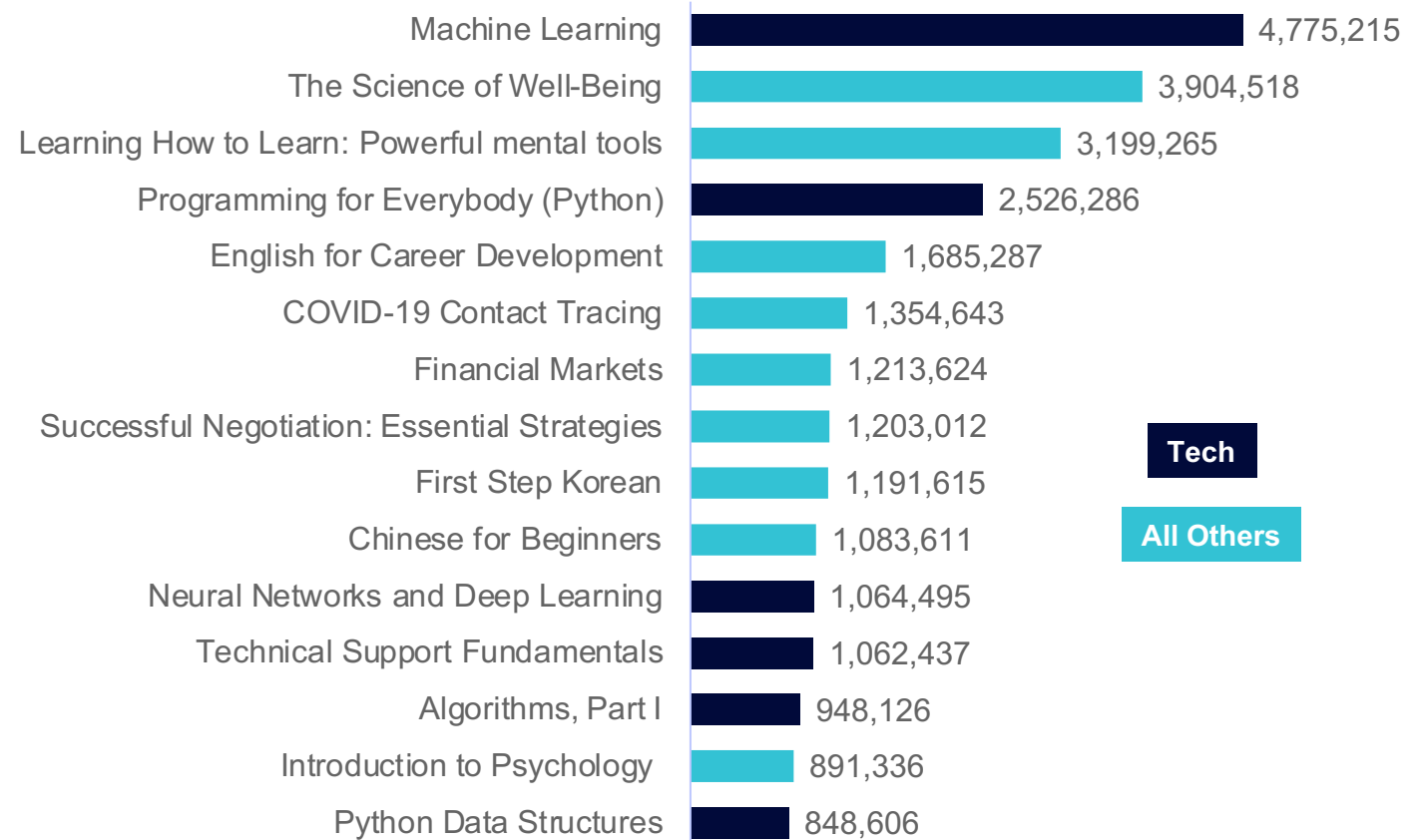
Source: Gray's Non-Degree Demand: Udemy

Coursera: Highest Enrollment

Six of Coursera's top 15 courses are in tech.

Top 15 Courses on Coursera

Highest Cumulative Enrollment April 2022



Coursera: Top Skills

Of the top 15 skills listed in courses, eight are in tech, five in personal development, and two in humanities.

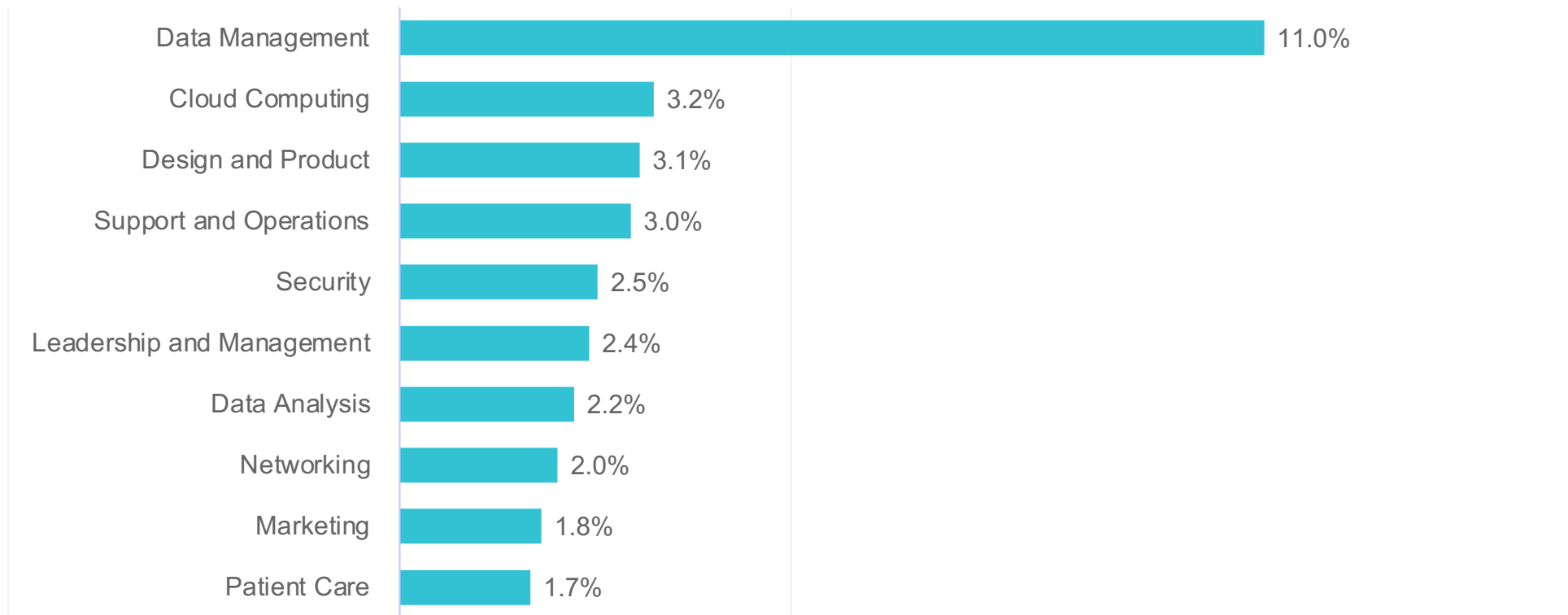
Top 15 Courses

Most Frequently Taught Skills Cumulative, April 2022



Coursera has over 40 course categories.

Coursera's Fastest-Growing Categories
Trailing Six Months

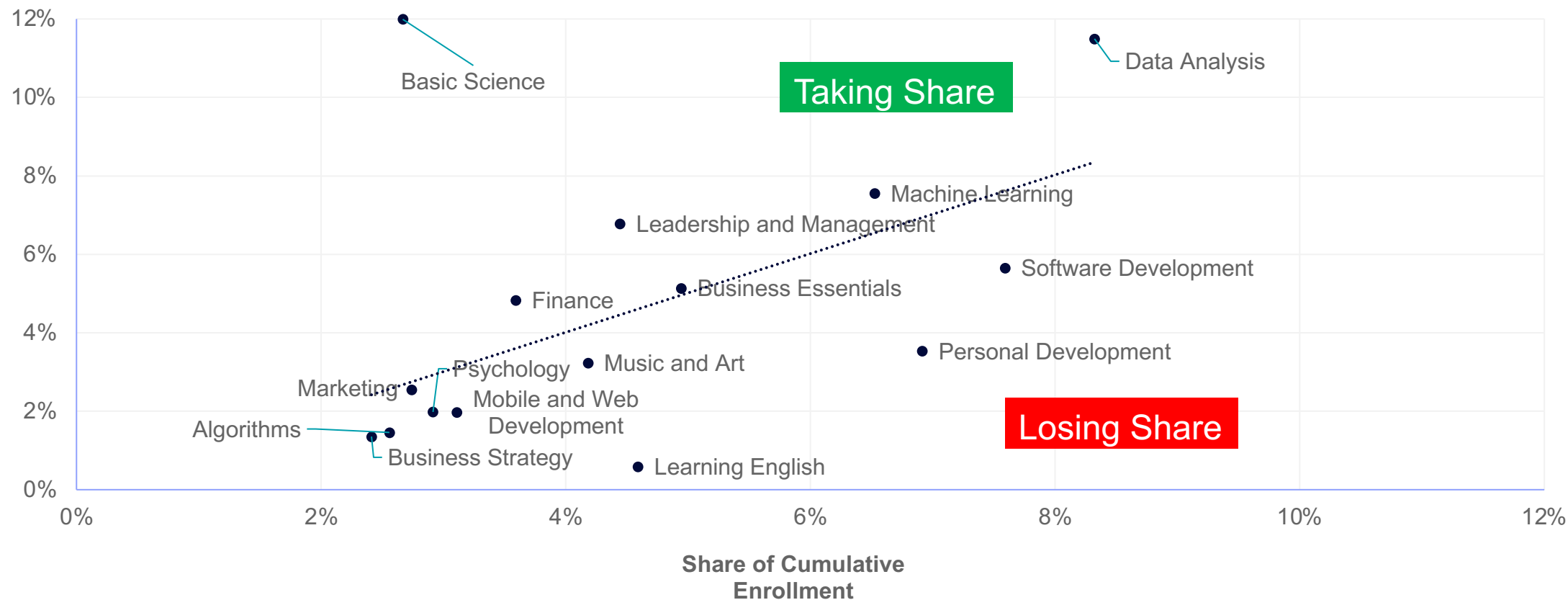


Source: Gray's Non-Degree Demand: Coursera

Coursera: Largest Categories' Share

Share of April
Enrollment

April 2022 vs. Cumulative Enrollment



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Program of the Month

Summary

What Associate Degree programs are growing at community colleges?

Top 10 for 5-Year Unit Growth Nationally

- Economics highest CAGR among high-unit-growth programs
- Sociology and Health, General also high on CAGR and unit growth

6-Digit CIP Code and Title	Q	2020 Completions	5-year CAGR	5-year Unit Change
24.0101 Liberal Arts/Sciences/Studies		158,001	1.5%	11,001 ▼
42.0101 Psychology, General		12,991	15.3%	6,625
52.0201 Business Admin. and Mgmt, General		48,357	2.7%	6,071
51.0000 Health Svcs/Allied Health, Gen'l		6,283	32.6%	4,750
43.0100 Crim. Justice & Corrections, Gen'l		14,855	7.1%	4,320
24.0103 Humanities/Humanistic Studies		18,955	4.5%	3,765
30.0101 Biological and Physical Sciences		22,683	3.1%	3,202
45.1101 Sociology		5,362	19.8%	3,188
45.0601 Economics, General		2,706	41.6%	2,231
11.0701 Computer Science		6,441	7.9%	2,041

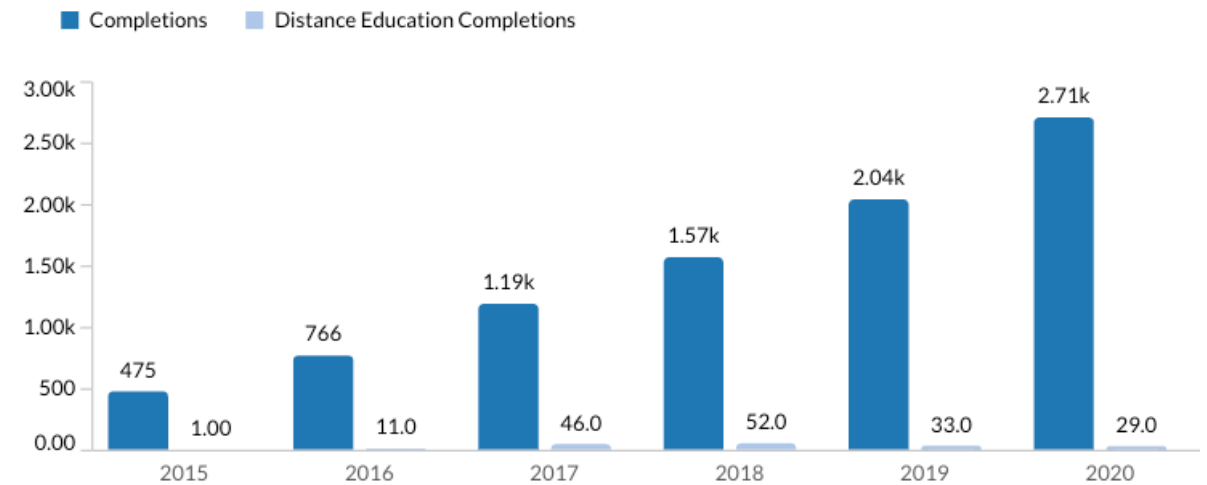
What is driving Associate-Degree growth for 45.0601 Economics?

Something is happening in California ...

Community Colleges with Fastest Economics Growth

Campus	Q	State	Q	2020 Completions	5-year CAGR	5-year Unit Change
Pasadena City College		CA		413	-	413
Grossmont College		CA		199	90.2%	191
Diablo Valley College		CA		138	-	138
Los Angeles Pierce College		CA		136	-	136
Moorpark College		CA		112	79.6%	106
Santa Barbara City College		CA		159	17.2%	87
Sierra College		CA		89	86.0%	85
West Valley College		CA		78	108.1%	76
Folsom Lake College		CA		74	-	74
Southwestern College		CA		71	51.1%	62
Saddleback College		CA		75	29.0%	54

National Associate Degrees in Economics Awarded by Community Colleges



Seamless transfer appears to be driving for this growth.

- Guaranteed admission to a CSU to a similar major with guaranteed junior standing
- Ability to complete remaining requirements at CSU within 60 semester or 90 quarter units



Economics – Associate in Arts Degree for Transfer to CSU

Economics is a social science discipline concerned chiefly with description, theory and analysis of production, distribution, and consumption of goods and services. Economics is concerned with rational consumers making choices under conditions of scarcity. Students will be introduced to concepts and tools of economic analysis including theory of demand and supply, national income accounting, economic growth and business cycle. Students will have the ability to analyze fiscal, monetary and trade policies. In addition, students will be introduced to the theory of consumer behavior, the theory of firms under various market structures and the theory of resource markets. The Associate in Arts in Economics for the Transfer Degree is designed to prepare the student for seamlessly transferring to the CSU to earn a baccalaureate degree in economics and is designed to provide students a clear transfer pathway to the CSU and the completion of a baccalaureate degree, with guaranteed admission to a CSU to a similar major with junior standing, and the ability to complete their remaining requirements within 60 semester or 90 quarter units.

This seamless transfer policy has made a big difference.

- Nationally, Associate degrees account for 9% of completions in Economics.
 - 86% of Economics completions are Bachelor's degrees.
- In contrast, in California, there are now more Associate degrees than Bachelor's degrees awarded in Economics.

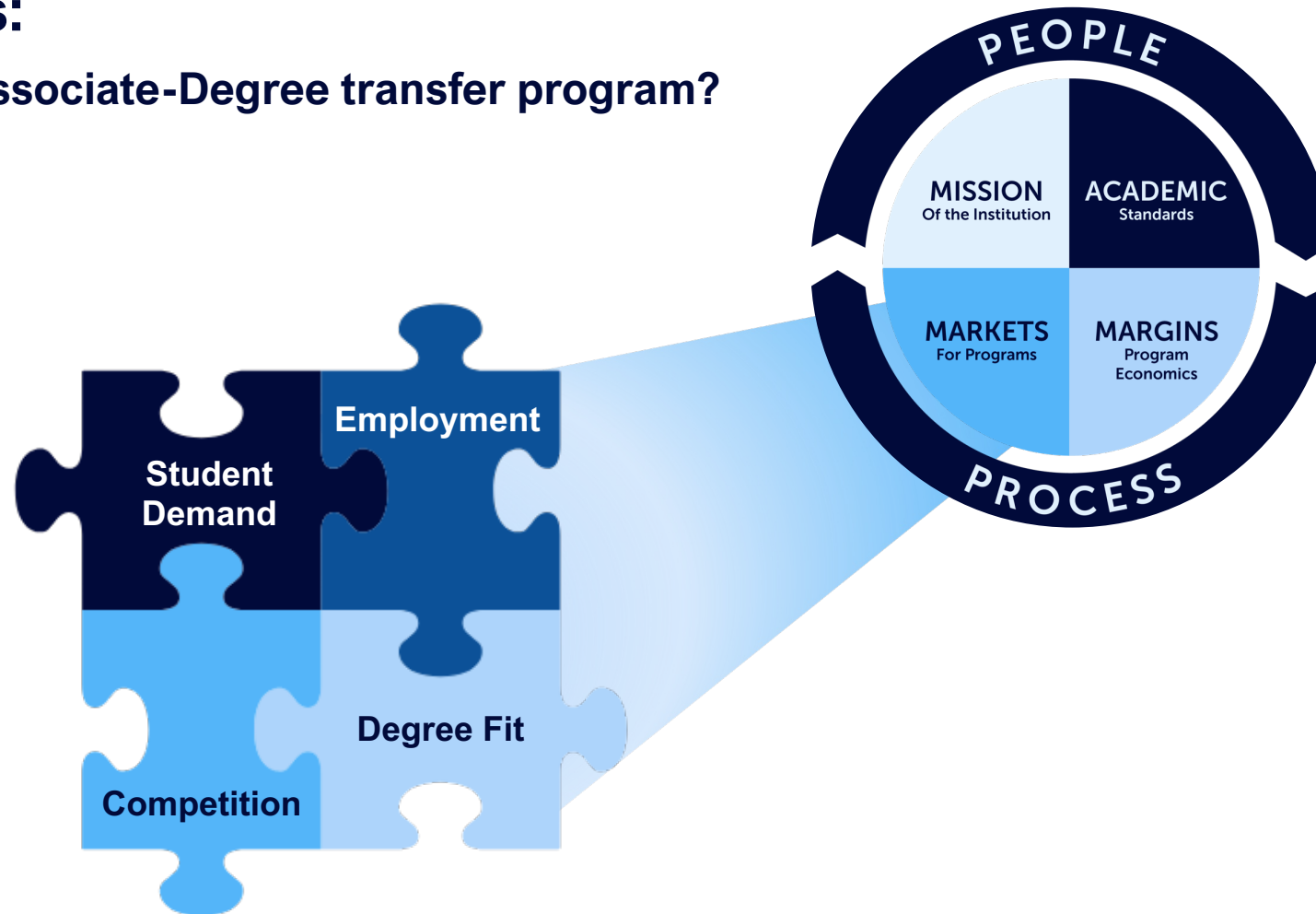
Scorecard: Degree Fit

California

Award Level	Completions (National)	Completions (Market)
Certificate	0%	0%
Associates	9%	53%
Bachelors	86%	44%
Postbaccalaureate Certificate	0%	0%
Masters	3%	2%
Post-masters Certificate	0%	0%
Doctoral	1%	1%
Unknown	0%	0%

Program Analysis:

Is Economics a good Associate-Degree transfer program?



Program Scorecard: Student Demand

Economics scores in the 97th percentile for Student Demand in the U.S.

- The size metrics are strong, particularly on-ground completions.
- Growth trends are a bit worse than average.
 - We'll examine this in a few slides.
- With 1,503 programs in the PES+ Markets system, 97th percentile means the top 45 programs.

Student Demand Score: 20 Percentile: 97

Catego...	Pctl	Criterion	Value	Score
Size	95	Inquiry Volume (12 Months)	2,769	2
	98	Int'l Page Views (12 Months)	2,093	NS
	74	Google Search Volume (3 Months)*	131,900	4
	98	On-ground Completions at In-Market Institutions	28,904	8
	95	Online Completions by In-Market Students	664	3
	98	Sum of On-ground and Online Completions	29,568	4
Growth	96	Inquiry Volume YoY Change (Units)	510	NS
	33	Google Search YoY Change (Units)*	-7,520	0
	0	Completion Volume YoY Change (Units)	-2,551	-1
	78	Inquiry Volume YoY Change (%)	23%	NS
	43	Google Search YoY Change (%)*	-5%	0
	31	Completion Volume YoY Change (%)	-8%	0

Program Scorecard: Competitive Intensity

As with many high-demand programs, competition is intense.

- Students completed this program at 731 institutions.
 - As a transfer program, this program faces competition from both 2-year and 4-year institutions.
- Despite being offered by so many institutions, Economics programs have relatively large cohort sizes.
- The number of institutions reporting completions has dropped by 16.
 - This merits a closer look.

Competitive Intensity

Score: -3 Percentile: 50

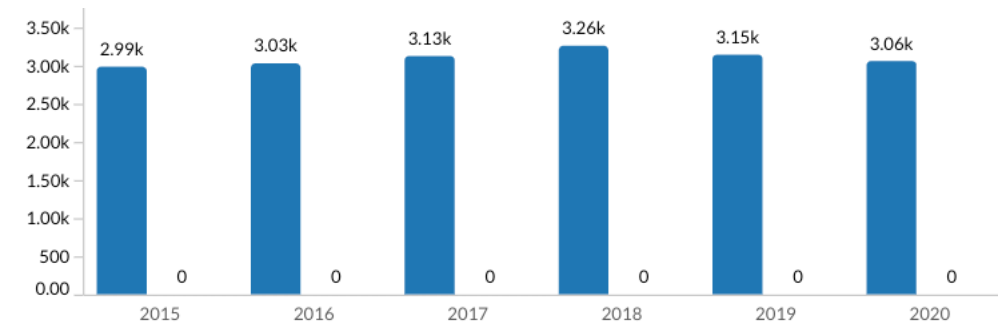
Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	98	Campuses with Graduates**	731	-8
	1	Campuses with Grads YoY Change (Units)**	-16	2
	95	Institutions with Online In-Market Students**	25	NS
In-Market Program Sizes	93	Average Program Completions	40	2
	81	Median Program Completions	13	0
	30	YoY Median Prog. Compl. Change (Units)	-2	0
	45	YoY Median Prog. Compl. Change (%)	-14%	0
In-Market Saturation	34	Average Cost per Inquiry**	\$47	NS
	41	Google Search * Cost per Click**	\$6	0
	15	Google Competition Index**	0.14	1
National Online Competition	95	National Online Institutions (Units)**	28	NS
	63	Nat'l Online % of Institutions	3%	NS
	62	Nat'l Online % of Completions	2%	NS

Why did 16 institutions stop reporting economics completions?

This shows data for 15 institutions that reported Economics graduates in 2019 but not in 2020.

- Every one of these institutions reported 45.0603 Quantitative Economics graduates in 2020, with 2019-20 growth roughly equal to the disappearing 45.0601 Economics completions.
 - 45.0601 Economics, General is not STEM-qualified.
 - 45.0603 Quantitative Economics is.
- The drop in reported completions is mostly a reporting artifact.

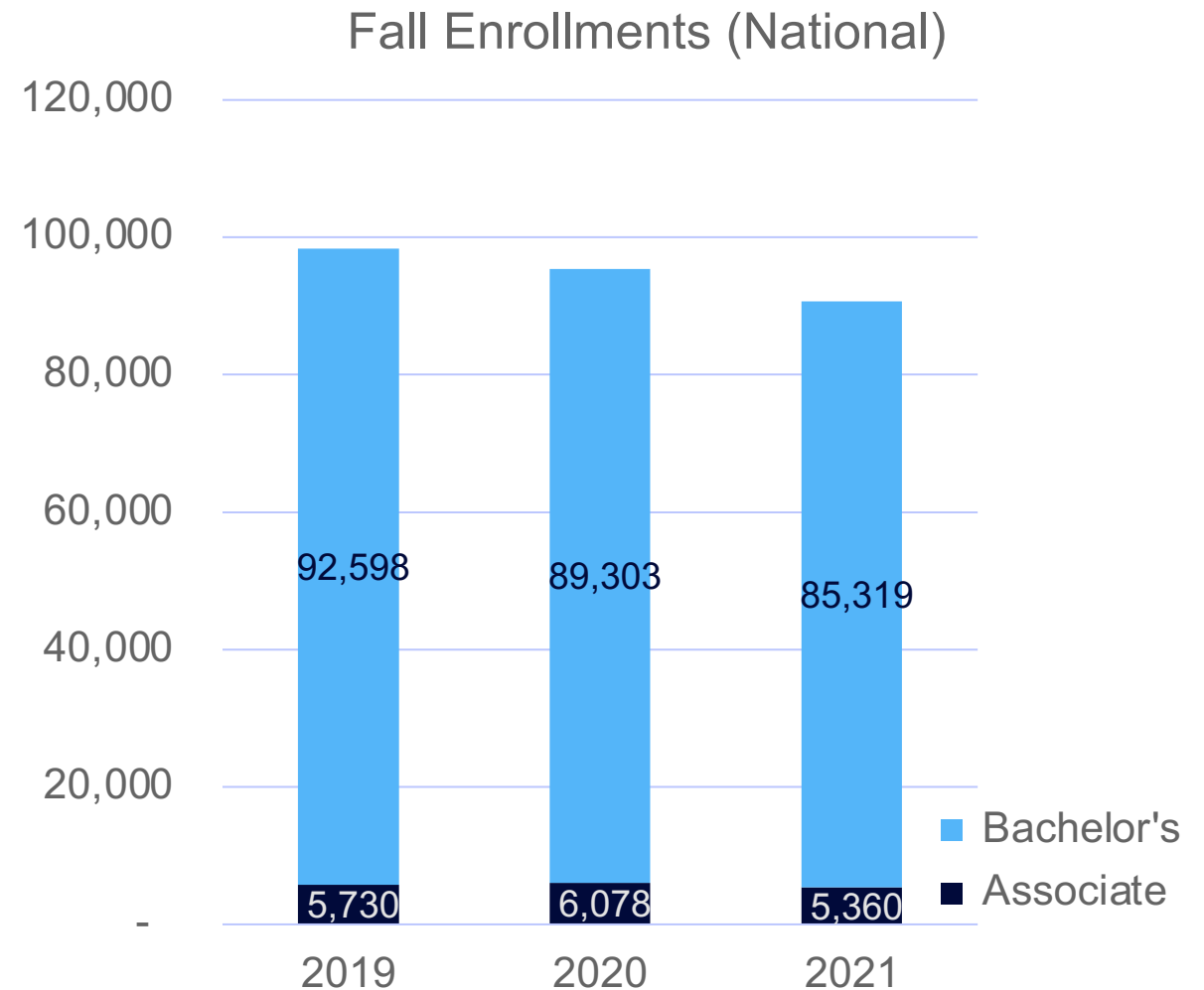
**15 Institutions:
Combined 45.0601 and 45.0603 Completions**



Campus	6-Digit CIP Code and Title	2019 Completions	2020 Completions	5-year Unit Change
University of California-Davis	45.0601 Economics, General	168	0	-517
University of California-Davis	45.0603 Econometrics and Quantitative Economics	377	606	606
University of California-San Diego	45.0601 Economics, General	152	0	-492
University of California-San Diego	45.0603 Econometrics and Quantitative Economics	299	403	403
University of Southern California	45.0601 Economics, General	198	0	-212
University of Southern California	45.0603 Econometrics and Quantitative Economics	0	183	183

Enrollment in 45.0601 Economics and 45.0603 Quant Economics, Combined

- Undergraduate enrollments in Economics (45.0601 and 45.0603) have been falling.
- Associate-degree enrollments have declined at about the same rate as Bachelor's degree enrollments.



Source: National Student Clearinghouse, Gray Analysis, Student Location

Program Scorecard: Employment

Economics ranks in the 96th percentile for Employment in the U.S.

- Economics majors don't generally become Economists.
- Graduates with a Bachelor's in Economics do very well in the job market.
 - \$66,468 average income when under age 30
 - \$152,279 average income mid-career
- Many (45%) go on to graduate school.

Employment*

Score: 12 Percentile: 96

Category	Pctl	Criterion	Value	Score
Size: Direct Prep	83	Job Postings Total (12 Months)*	17,425	1
	83	BLS Current Employment*	82,627	0
	83	BLS Annual Job Openings*	8,013	NS
Size: Bachelors with ACS	98	Job Postings Total (12 Months)*	142,383	NS
	98	BLS Current Employment*	662,661	NS
Growth (Direct Prep)	88	BLS 1-Year Historical Growth*	1.9%	NS
	81	BLS 3-Year Historic Growth (CAGR)*	3.4%	0
	78	BLS 10-Year Future Growth (CAGR)*	1.1%	0
Saturation (Direct Prep)	34	Job Postings per Graduate*	0.6	-1
	41	BLS Job Openings per Graduate*	0.3	NS
Wages (Direct Prep)	52	BLS 10th-Percentile Wages*	\$40,432	NS
	62	BLS Mean Wages*	\$71,955	NS
American Community Survey Bachelor's Degree Outcomes	96	Wages (Age < 30)	\$66,468	9
	98	Wages (Age 30-60)	\$152,279	6
	62	% with Any Graduate Degree	45%	NS
	64	% with Masters	30%	NS
	75	% with Doct/Prof Degree	15%	NS
	86	% Unemp. (Age < 30)**	4%	-2
	73	% Unemp. (Age 30-60)**	2%	-1
	66	% in Direct Prep Jobs	12%	NS

*BLS job openings are not distinguished by award level.

Gray's PES+ Markets

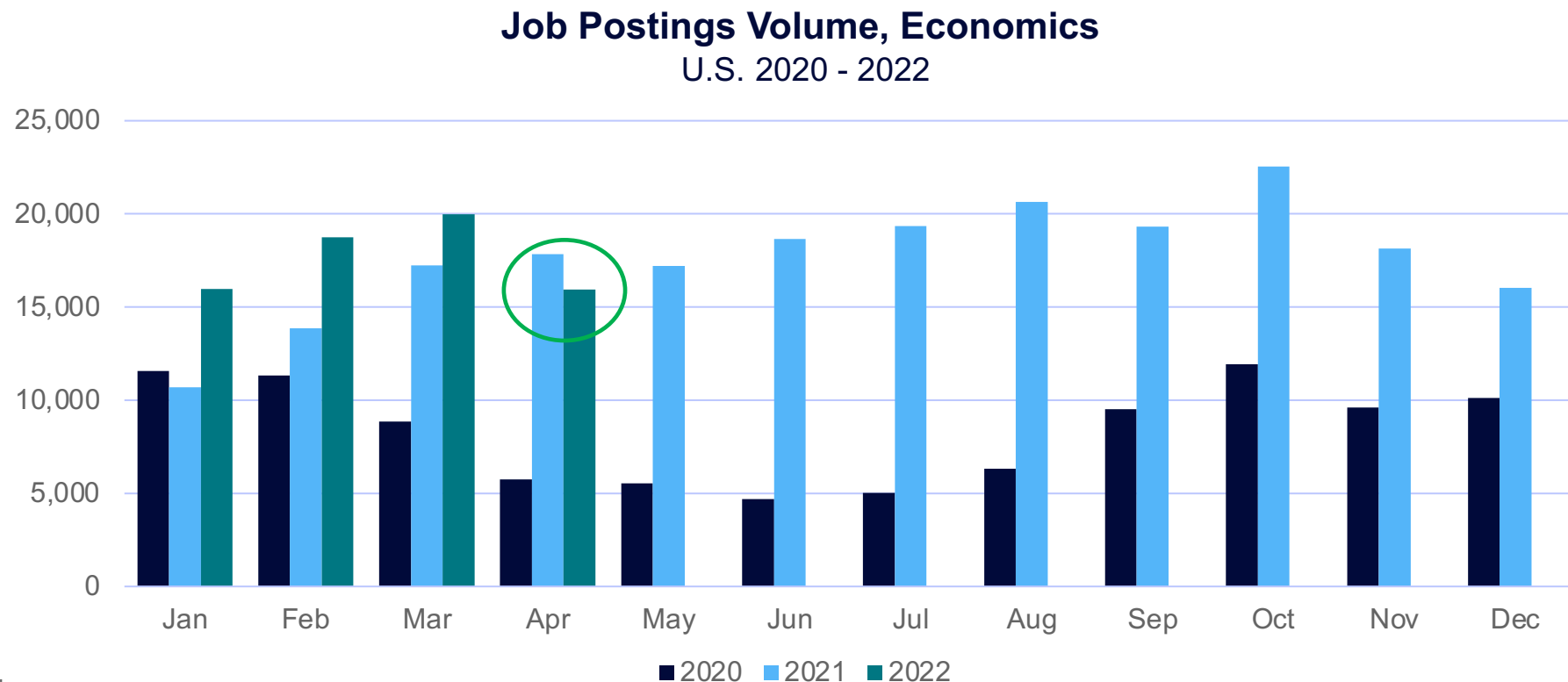
Direct-Prep Occupations for Economics Majors

For matching with employment and job postings data, we align Economics majors with seven occupations (SOCs).

- No single occupation dominates for Economics majors.
- Management Analysts has the most weight.
 - This occupation is also fed by other majors.
 - Calculations must avoid double-counting these jobs for every potentially relevant program.

SOC Code	SOC Title	SOC Share of CIP Graduates	CIP share of SOC employees
13-1111	Management Analysts	2-Medium	3-Low
13-1161	Market Research Analysts and Marketing Specialists*	2-Medium	3-Low
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	2-Medium	3-Low
19-3011	Economists	3-Low	2-Medium
19-3022	Survey Researchers	3-Low	2-Medium
19-4061	Social Science Research Assistants	3-Low	2-Medium
25-1063	Economics Teachers, Postsecondary	3-Low	2-Medium

In April, direct-preparation job postings for Economics graduates dropped 11% year-over-year.

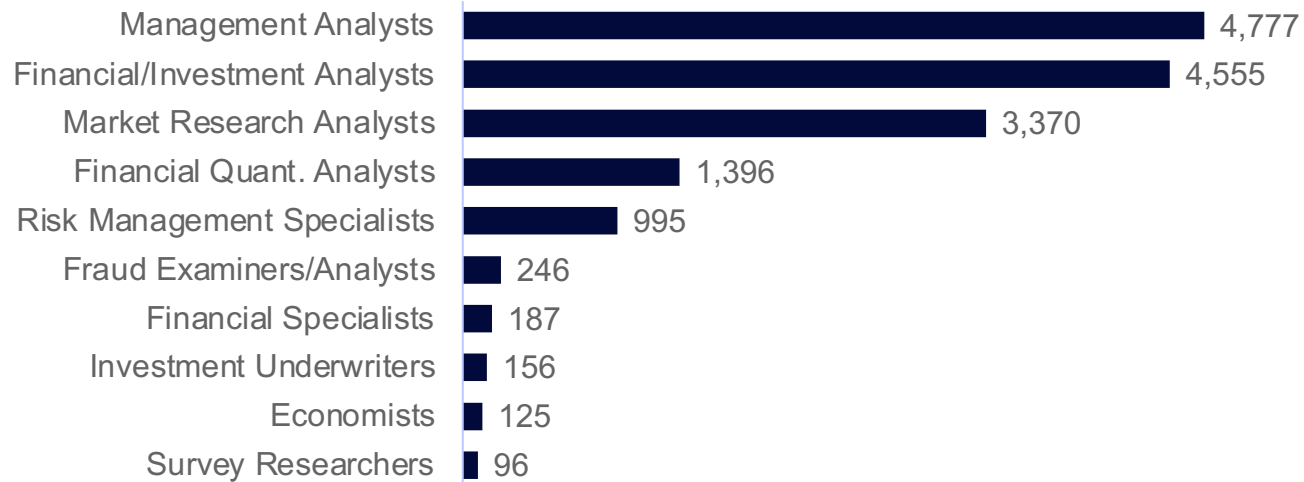


Direct-Preparation Job Postings: Economics

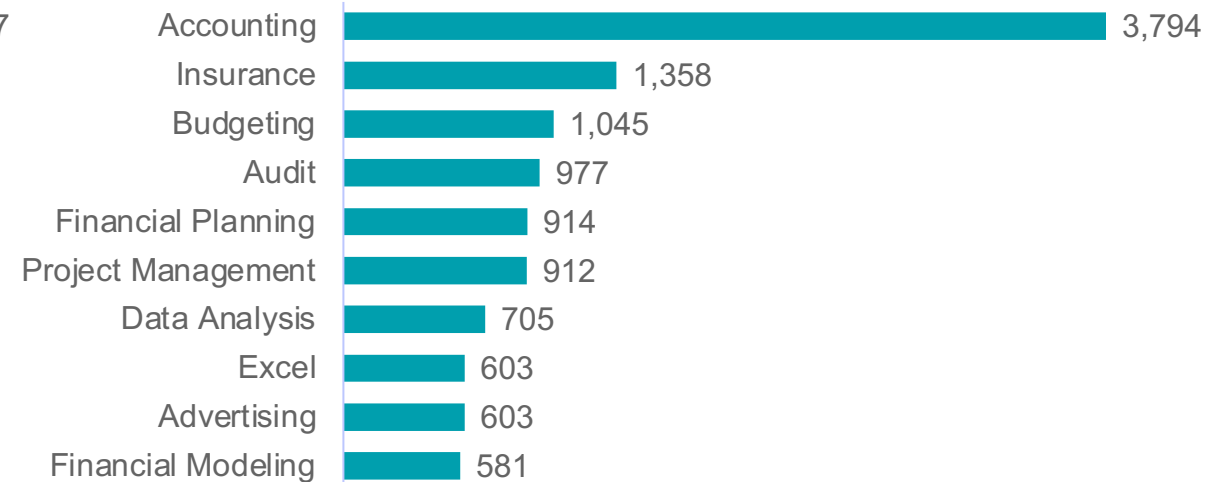
In April, Management Analysts were in high demand.

- Accounting and insurance skills were listed in job postings with the highest frequency.

Top Job Postings, Economics*
April 2022



Top Skills, Economics
April 2022



Program Scorecard: Degree Fit

Economics at the Associate level is an emerging program.

- Only 9% of national Economics completions are at the Associate level, causing the scoring rubric to penalize this program 20 points.
- However, the California community colleges have demonstrated that this program can work at the Associate level.
- Therefore, one should treat this degree-fit penalty as a caution but not as dispositive.

Award Level	California	
	Completions (National)	Completions (Market)
Certificate	0%	0%
Associates	9%	53%
Bachelors	86%	44%
Postbaccalaureate Certificate	0%	0%
Masters	3%	2%
Post-masters Certificate	0%	0%
Doctoral	1%	1%
Unknown	0%	0%

Degree Fit:

Score: -20 Percentile: 50

National Workforce Ed. Attainment

Score: 0

Award Level	BLS Educational Attainment
No College	5%
Some College	10%
Associates	5%
Bachelors	44%
Masters	27%
Doctoral	9%



CIP: 45.0601 Economics, General

Market: National

Total Score: 9

Percentile: 94

Student Demand
Score: 20 Percentile: 97

Category...	Pctl	Criterion	Value	Score
Size	95	Inquiry Volume (12 Months)	2,769	2
	98	Int'l Page Views (12 Months)	2,093	NS
	74	Google Search Volume (3 Months)*	131,900	4
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Competitive Intensity
Score: -3 Percentile: 50

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	1	Campuses with Grads YoY Change (Units)**	-16	2
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	86	% Unemp. (Age < 30)**	4%	-2
	73	% Unemp. (Age 30-60)**	2%	-1
	66	% in Direct Prep Jobs	12%	NS

CIP Description:

A general program that focuses on the systematic study of the production, conservation and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macroeconomics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

Degree Fit:
Score: -20 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Nat'l 2 Year	7	Cost Index**	56%	NS
	97	Student: Faculty Index	1.53	NS

National Completions by Level
Score: -20

Award Level	Completions (National)	Completions (Market)	Inquiries (Market)
Certificate	0%	0%	0%
Associates	9%	9%	0%
Bachelors	86%	86%	76%
Postbaccalaureate Certificate	0%	0%	0%
Masters	3%	3%	24%
Post-masters Certificate	0%	0%	0%
Doctoral	1%	1%	0%
Unknown	0%	0%	0%

National Workforce Ed. Attainment
Score: 0

Award Level	BLS Educational Attainment
No College	5%
Some College	10%
Associates	5%
Bachelors	44%
Masters	27%
Doctoral	9%

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.
NA - No data available/not currently tracked.
NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.
PCTL - Percentile

Program Scorecard for 45.0601 Economics in the National Market

Manual Adjustments

- Baseline:
9 points
(94th percentile)
- Degree Fit: Add
back 20 points
(emerging as
Assoc. program)
- Growth: Add 2
points (reporting
distortions)
- Adjusted:
31 points
(99th percentile)

CIP: 45.0601 Economics, General

Market: National

Total Score: 9

Percentile: 94

Student Demand
Score: 20 Percentile: 97

Category	Pctl	Criterion	Value	Score
Size	95	Inquiry Volume (12 Months)	2,769	2
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	74	Google Search Volume (3 Months)*	131,900	4
	98	On-ground Completions at In-Market Institutions	28,904	8
	95	Online Completions by In-Market Students	664	3
	98	Sum of On-ground and Online Completions	29,568	4
Growth	96	Inquiry Volume YoY Change (Units)	510	NS
	33	Google Search YoY Change (Units)*	-7,520	0
	0	Completion Volume YoY Change (Units)	-2,551	-1
	78	Inquiry Volume YoY Change (%)	23%	NS
	43	Google Search YoY Change (%)*	-5%	0
	31	Completion Volume YoY Change (%)	-8%	0

Competitive Intensity
Score: -3 Percentile: 50

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	98	Campuses with Graduates**	731	-8
	1	Campuses with Grads YoY Change (Units)**	-16	2
	95	Institutions with Online In-Market Students**	25	NS
In-Market Program Sizes	93	Average Program Completions	40	2
	81	Median Program Completions	13	0
	30	YoY Median Prog. Compl. Change (Units)	-2	0
	45	YoY Median Prog. Compl. Change (%)	-14%	0
In-Market Saturation	34	Average Cost per Inquiry**	\$47	NS
	41	Google Search * Cost per Click**	\$6	0
	15	Google Competition Index**	0.14	1
National Online Competition	95	National Online Institutions (Units)**	28	NS
	63	Nat'l Online % of Institutions	3%	NS
	62	Nat'l Online % of Completions	2%	NS

Employment*
Score: 12 Percentile: 96

Category	Pctl	Criterion	Value	Score
Size: Direct Prep	83	Job Postings Total (12 Months)*	17,425	1
	83	BLS Current Employment*	82,627	0
	83	BLS Annual Job Openings*	8,013	NS
	83	BLS 10-Year Future Growth (CAGR)*	1.1%	0
Size: Bachelors with ACS	98	Job Postings Total (12 Months)*	142,383	NS
	98	BLS Current Employment*	662,661	NS
Growth (Direct Prep)	88	BLS 1-Year Historical Growth*	1.9%	NS
	81	BLS 3-Year Historic Growth (CAGR)*	3.4%	0
	78	BLS 10-Year Future Growth (CAGR)*	1.1%	0
Saturation (Direct Prep)	34	Job Postings per Graduate*	0.6	-1
	41	BLS Job Openings per Graduate*	0.3	NS
Wages (Direct Prep)	52	BLS 10th-Percentile Wages*	\$40,432	NS
	62	BLS Mean Wages*	\$71,955	NS
American Community Survey Bachelor's Degree Outcomes	96	Wages (Age < 30)	\$66,468	9
	98	Wages (Age 30-60)	\$152,279	6
	62	% with Any Graduate Degree	45%	NS
	64	% with Masters	30%	NS
	75	% with Doct./Prof Degree	15%	NS
	86	% Unemp. (Age < 30)**	4%	-2
	73	% Unemp. (Age 30-60)**	2%	-1
	66	% in Direct Prep Jobs	12%	NS

CIP Description:

A general program that focuses on the systematic study of the production, conservation and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macroeconomics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

Degree Fit:
Score: -20 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Nat'l 2 Year	7	Cost Index**	56%	NS
	97	Student: Faculty Index	1.53	NS

National Completions by Level
Score: -20

Award Level	Completions (National)	Completions (Market)	Inquiries (Market)
Certificate	0%	0%	0%
Associates	9%	9%	0%
Bachelors	86%	86%	76%
Postbaccalaureate Certificate	0%	0%	0%
Masters	3%	3%	24%
Post-masters Certificate	0%	0%	0%
Doctoral	1%	1%	0%
Unknown	0%	0%	0%

National Workforce Ed. Attainment
Score: 0

Award Level	BLS Educational Attainment
No College	5%
Some College	10%
Associates	5%
Bachelors	44%
Masters	27%
Doctoral	9%

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
 ** - Color scale in reverse.
 NA - No data available/not currently tracked.
 NS - Not Scored in Rubrics (values = 0).
 2-Yr - Associates & certificate programs only.
 PCTL - Percentile

Program Rank Nationally for Associate-Degree Transfer Programs

We can compare Economics to all other programs. This is for the national market.

After
adjustments,
Economics
fits here

CIP	Total Score	Student Demand Score	Competitive Intensity Score	Employment Score	Degree Fit Score
51.3801 Registered Nursing	44	28	3	13	0
11.0701 Computer Science	37	33	-5	9	0
52.0201 Business Admin. and Mgmt, General	30	24	-2	8	0
52.1201 Management Info. Systems, General	26	19	-5	12	0
52.0301 Logistics, Materials, and Supply Chain Mgmt	26	24	-9	11	0
29.0201 Intelligence, General	26	9	9	8	0
27.0101 Mathematics, General	25	21	-4	8	0
52.0205 Operations Management/Supervision	23	14	-2	11	0
11.0103 Information Technology	22	26	-12	8	0
52.1001 Human Resources Management, Gen'l	22	22	-4	4	0
14.0201 Aero/Astro/Space Engineering	22	15	12	15	-20
49.0309 Marine Science/Merchant Marine Officer	21	4	11	6	0
14.1301 Engineering Science	20	7	1	14	0
42.0101 Psychology, General	20	31	1	-12	0
14.1901 Mechanical Engineering	20	23	2	15	-20
14.4201 Mechatronics/Robotics/Automation Eng'g	19	5	0	14	0
30.3101 Human Computer Interaction	19	5	5	9	0
52.0202 Purchasing/Procurement/Contracts Mgmt	19	3	8	8	0
51.0911 Radiologic Tech/Radiographer	19	20	-8	7	0

Agenda

Google Search

International Student Demand

Enrollment

Employment Trends

Non-Degree Courses

Program of the Month

Summary

Summary

- Trends
 - U.S. Google searches for academic programs declined year-over-year, continuing the recent pattern.
 - International searches for U.S. programs were flat.
 - Job postings fell year-over-year, reversing a recent trend.
- Enrollment data analysis
 - In general, first-time enrollments in Bachelor's programs are a strong predictor of completions.
 - Initial majors in Biology and Engineering, General are most likely to change majors.
 - Psychology is the biggest parachute program.
 - Some “parachutes” appear to be simply increased specializations: Accounting, Finance, Marketing
 - Liberal arts programs also often function as parachutes or late-choice majors.
- Program of the month: Associate degree in Economics (for transfer)
 - Mandatory seamless transfer arrangements can drive dramatic program growth.
 - Using the data to identify and then answer the right questions can drive important insights.

Upcoming Webinars

Topic	Date
Demand Trends Webcast	<i>Thursday</i> June 23 rd at 2:00 pm ET

Order Bob Atkins' new book about program evaluation and management on Amazon!

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