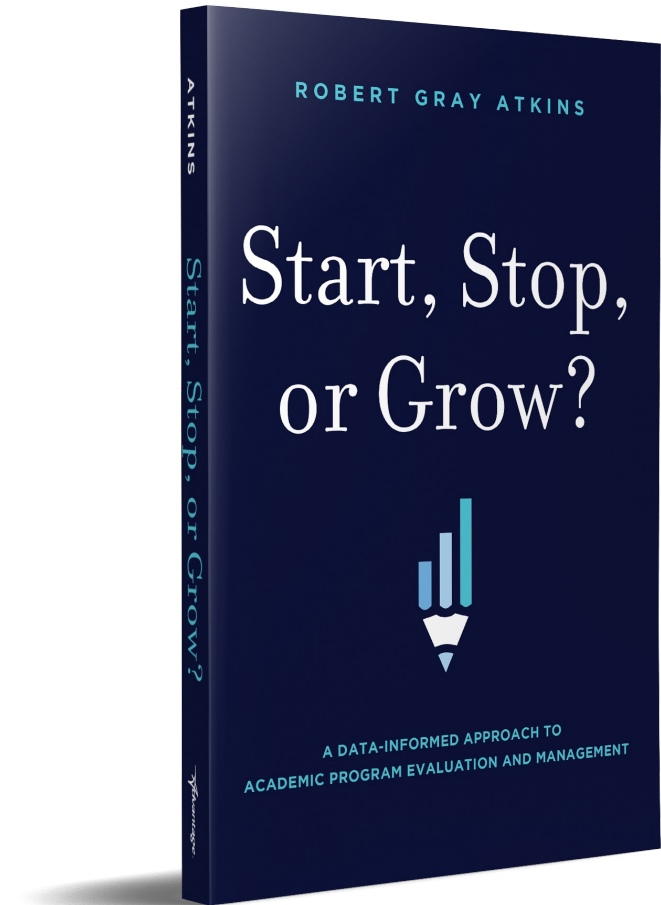


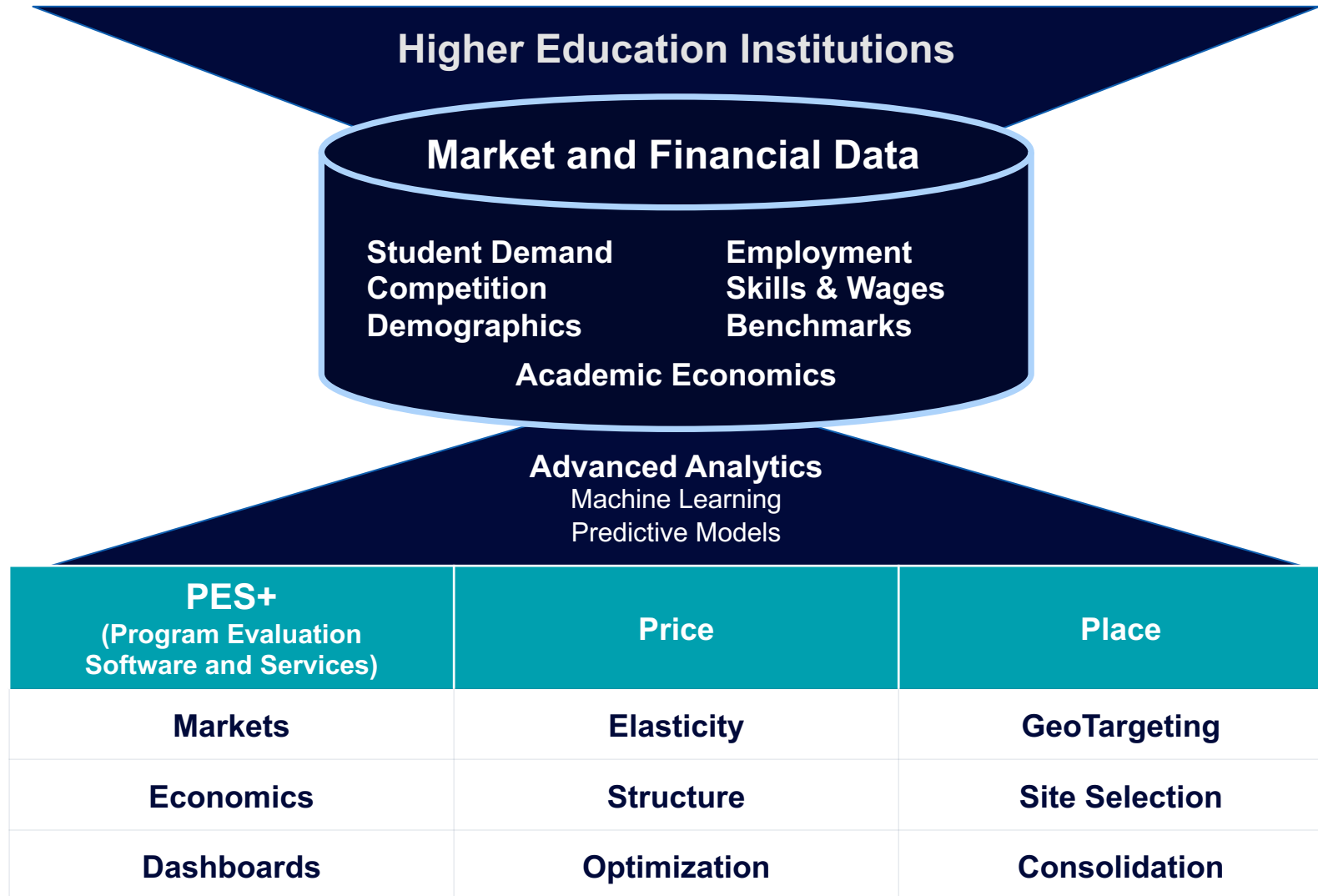


**GRAY**  
ASSOCIATES

## Demand for Higher Education Programs

Results through June 2022





# **Agenda**

**Google Search**

**International Student Demand**

**Enrollment**

**Employment Trends**

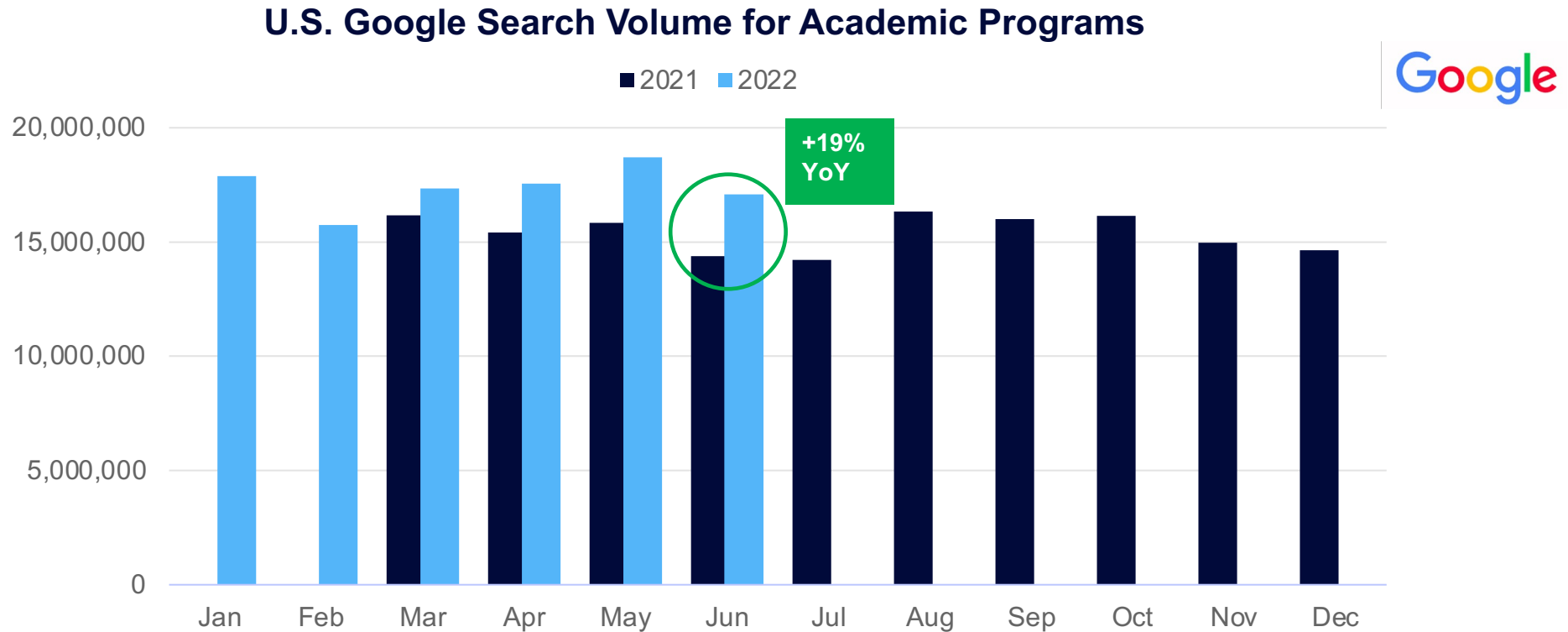
**Non-Degree Courses**

**Program of the Month**

**Summary**

## Google Search Trends: Programs

Gray tracks searches for over 900 programs, which comprise over 90% of all U.S. completions.



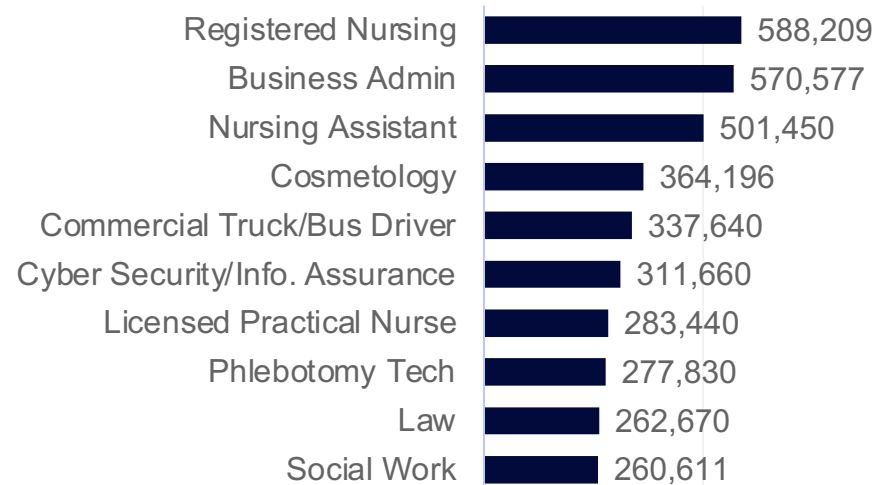
Source: Gray's Keyword Search Dashboard

# Google: Top Programs, Nationwide

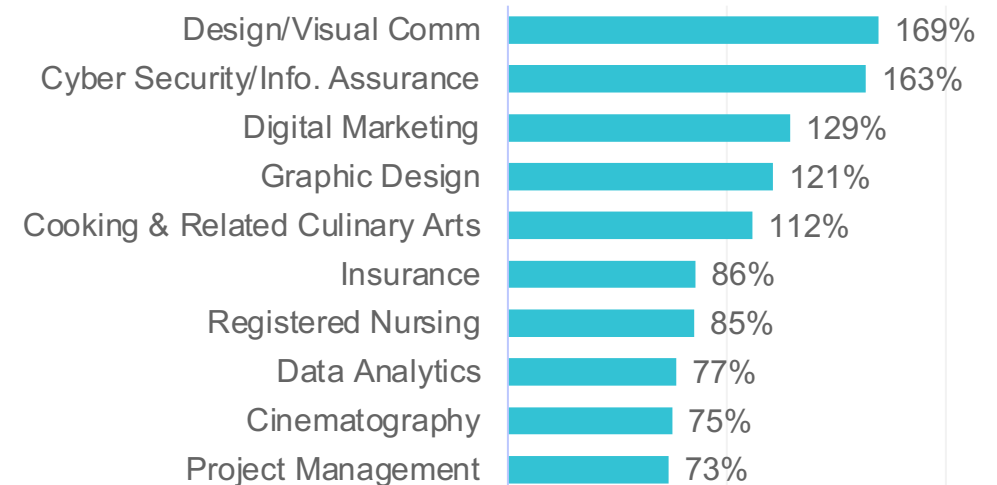
In June, searches for Design and Visual Communications programs grew 169%.



## Highest Program Keyword Searches



## Highest Program Growth\* June YoY

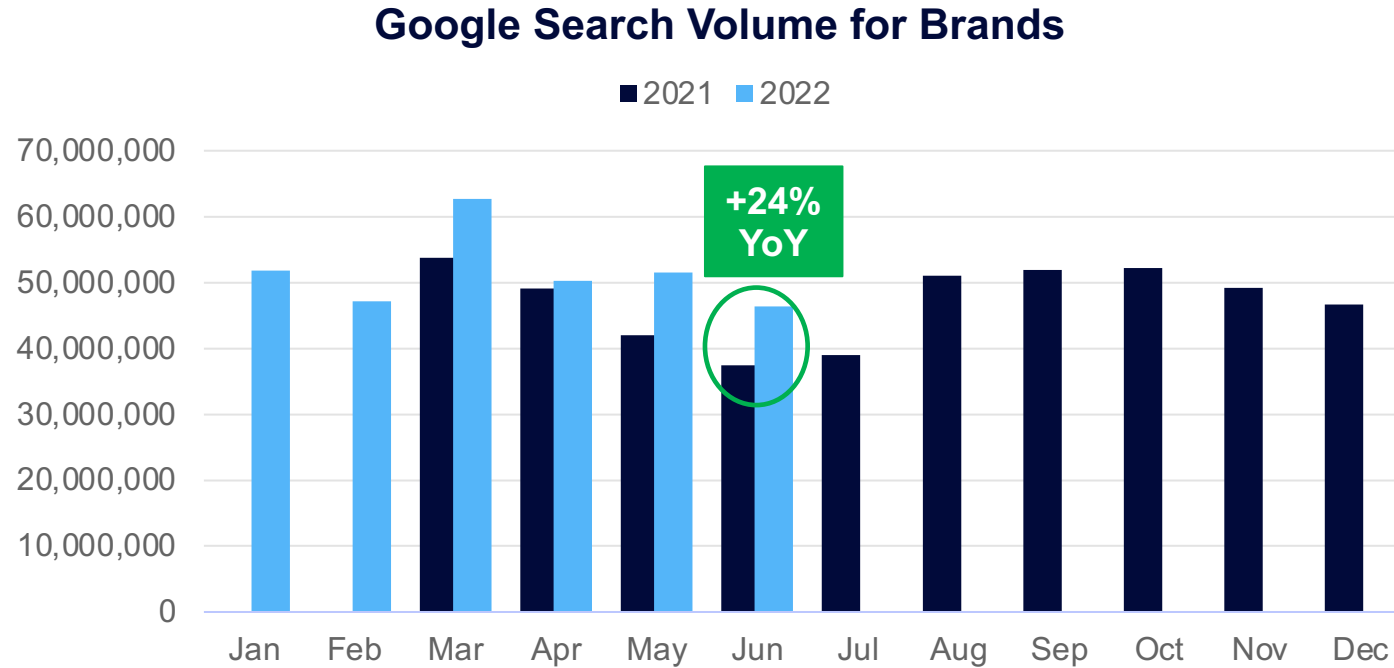


Google search volume for standardized sets of academic keywords for over 900 programs.  
Source: Gray's Keyword Search Dashboard

\*Minimum 10,000 searches 2021

# Google Brand Search

Searches for college brands grew 24% year-over-year in June.



Source: Gray's Keyword Search Dashboard - Brands

# Agenda

Google Search

**International Student Demand**

Enrollment

Employment Trends

Non-Degree Courses

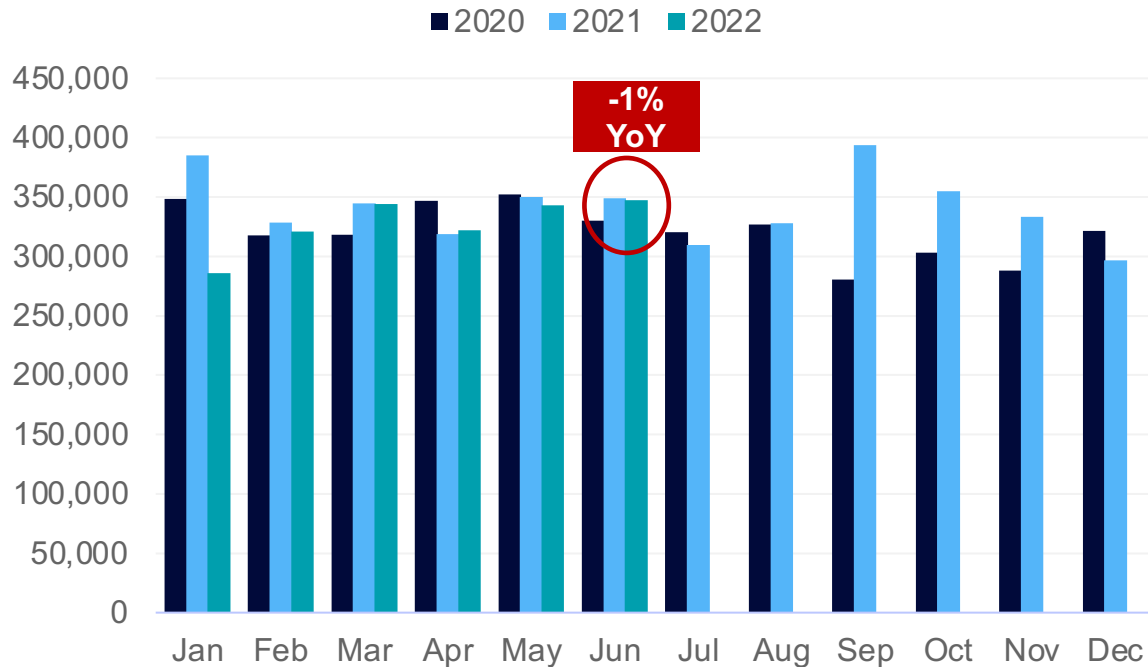
Program of the Month

Summary

## International Student Demand

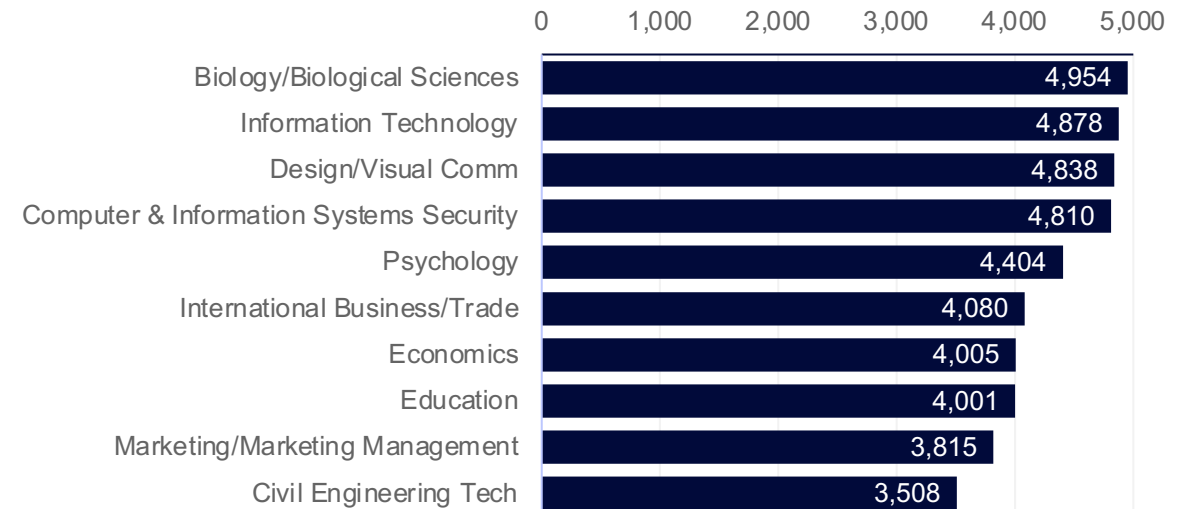
In June, international student interest in U.S. programs fell one percent YoY.

International Page Views



After the top 10, the most-viewed programs were Biology and Information Technology.

Top 10 Programs  
International Page Views



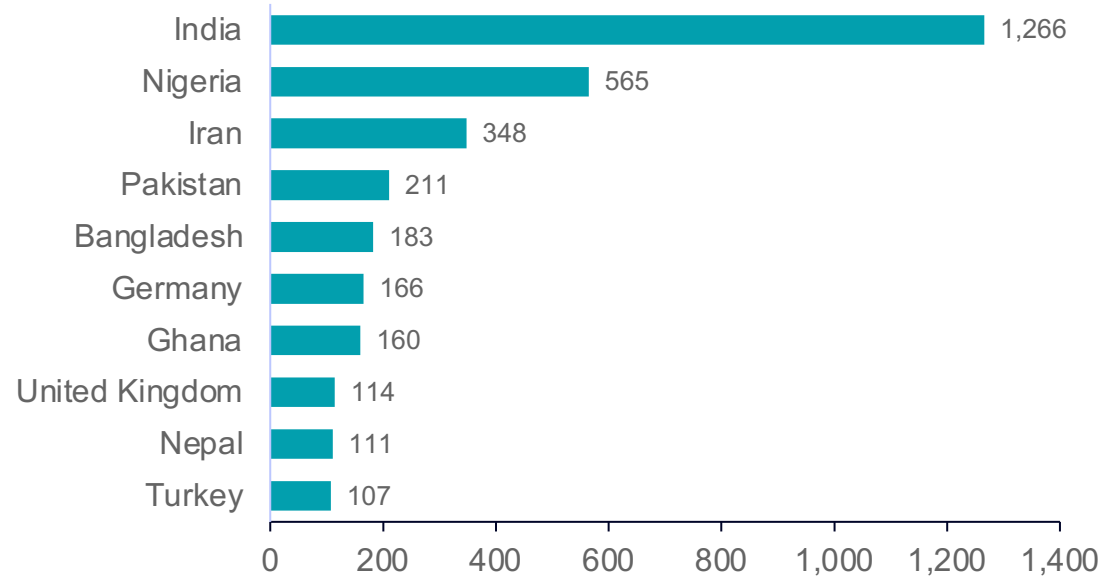
Source: Gray's International Student Demand Dashboard



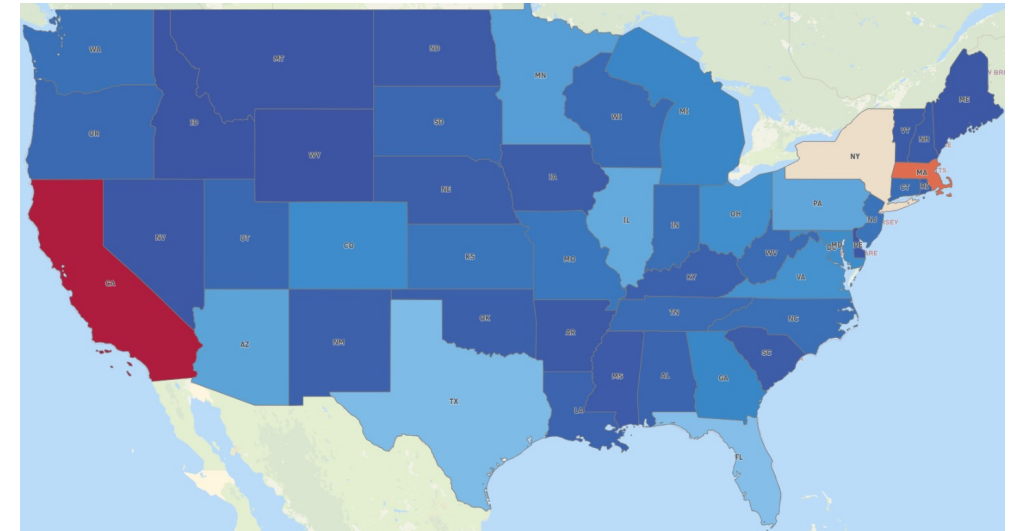
## International Page Views: Biology

India led in page views for Biology.

International Page Views by Originating Country  
Biology



California was the most popular destination, followed by Massachusetts.



# **Agenda**

**Google Search**

**International Student Demand**

**Enrollment**

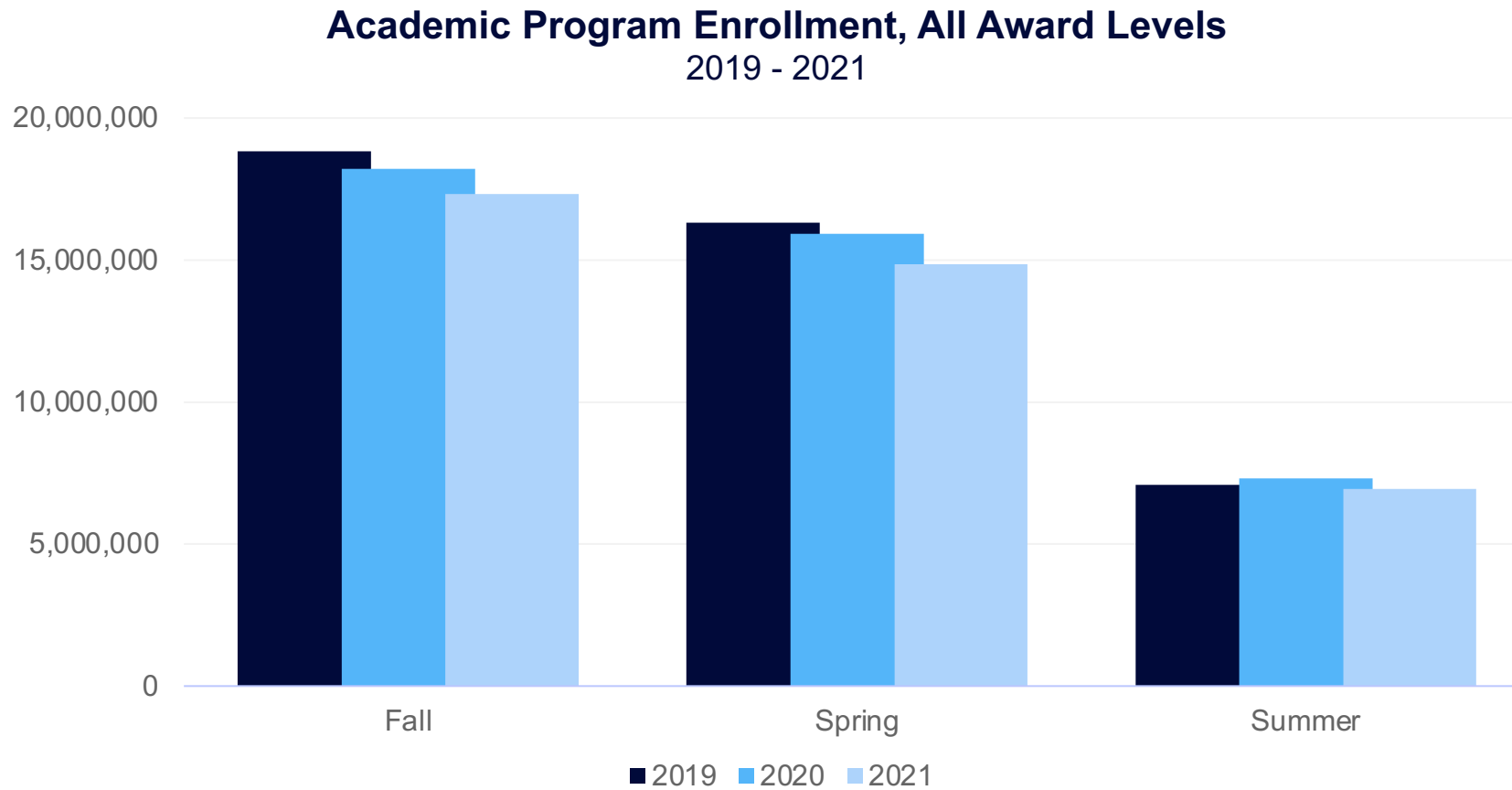
**Employment Trends**

**Non-Degree Courses**

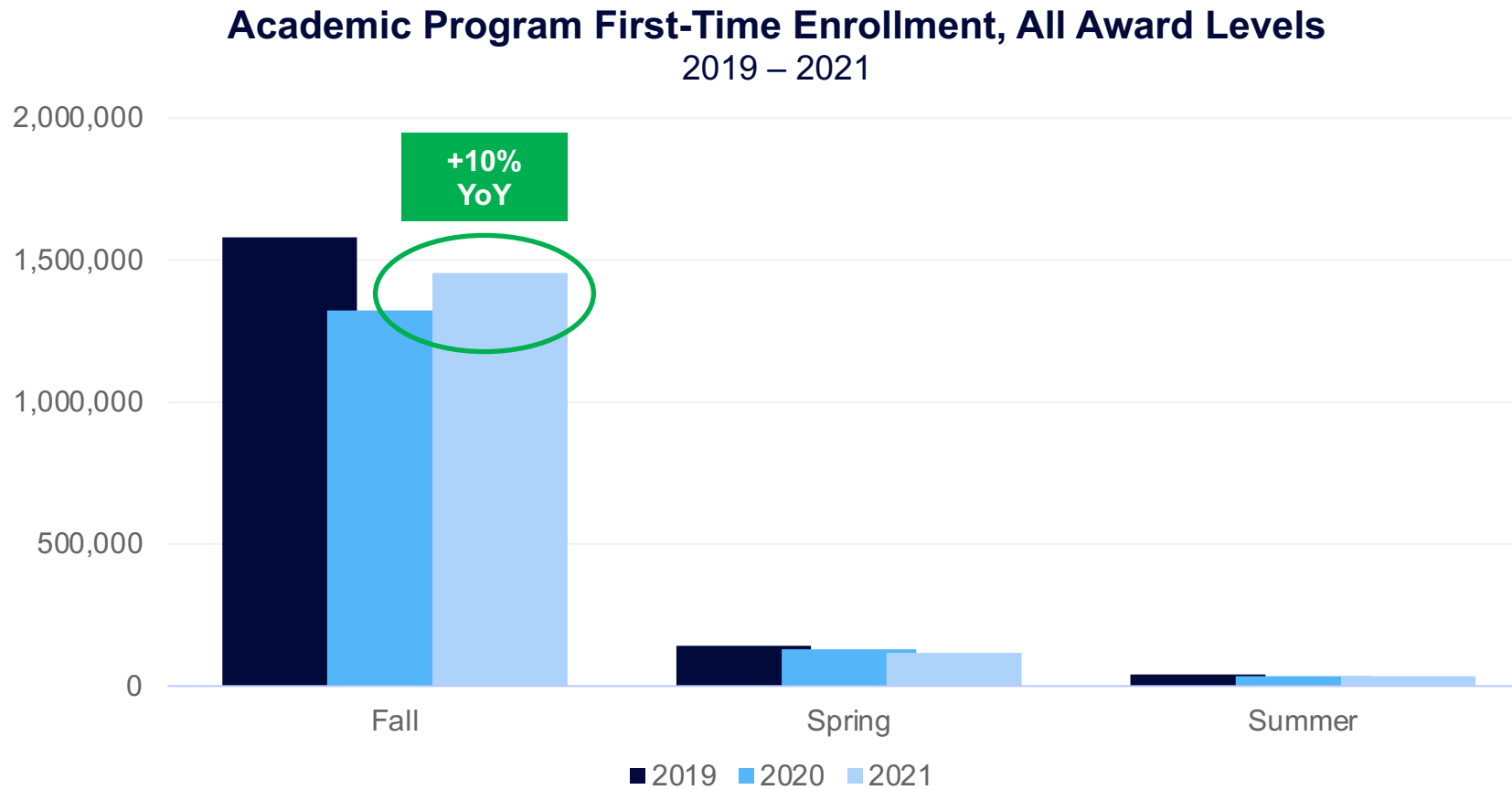
**Program of the Month**

**Summary**

## Enrollment in academic programs has declined over the past three years.



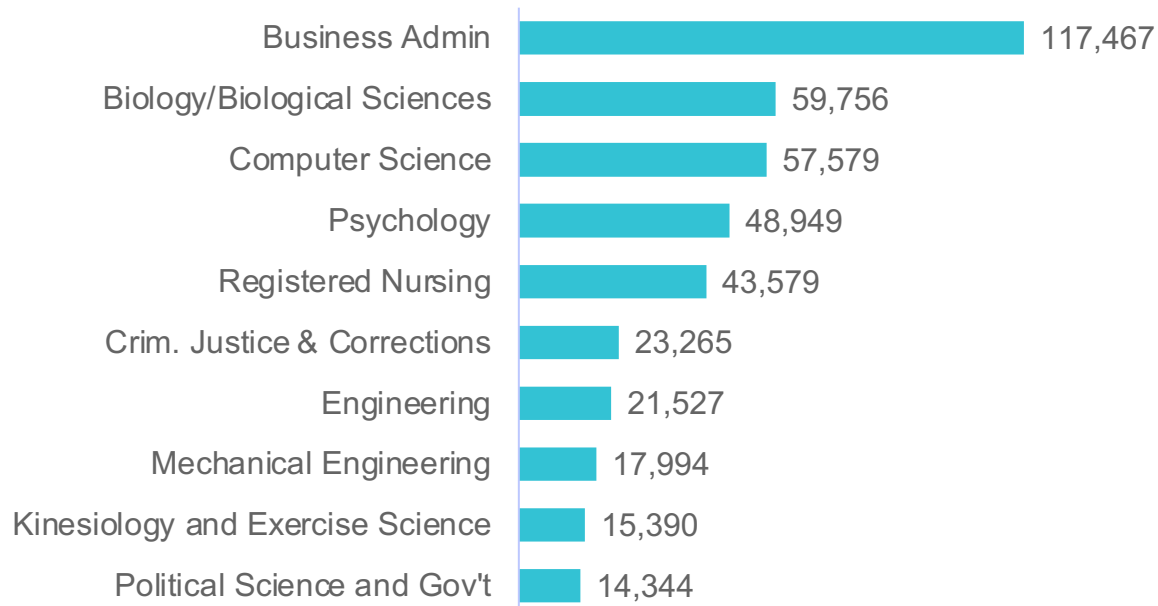
## In Fall 2021, first-time enrollment grew 10% year-over-year.



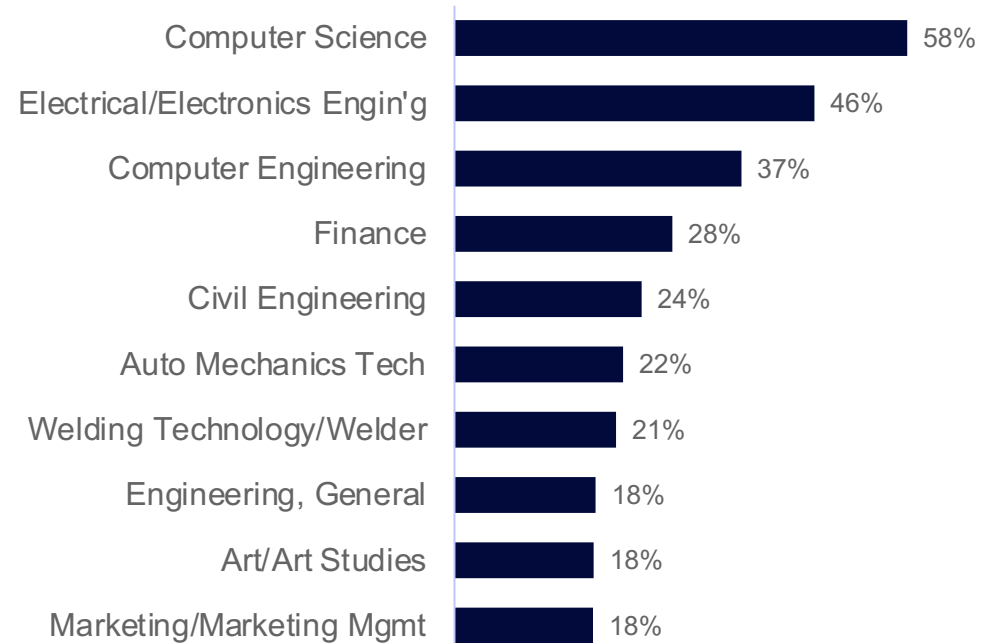
**In Fall 2021, Business had the highest first-time enrollment.**

**Computer Science was the fastest-growing program year-over-year.\***

**Highest First-Time Enrollment**  
All Award Levels



**First-Time Enrollment YoY Growth**  
All Award Levels



Source: National Student Clearinghouse, Gray Analysis

\*Minimum program enrollment 5,000 in Fall 2020

# Agenda

Google Search

International Student Demand

Enrollment

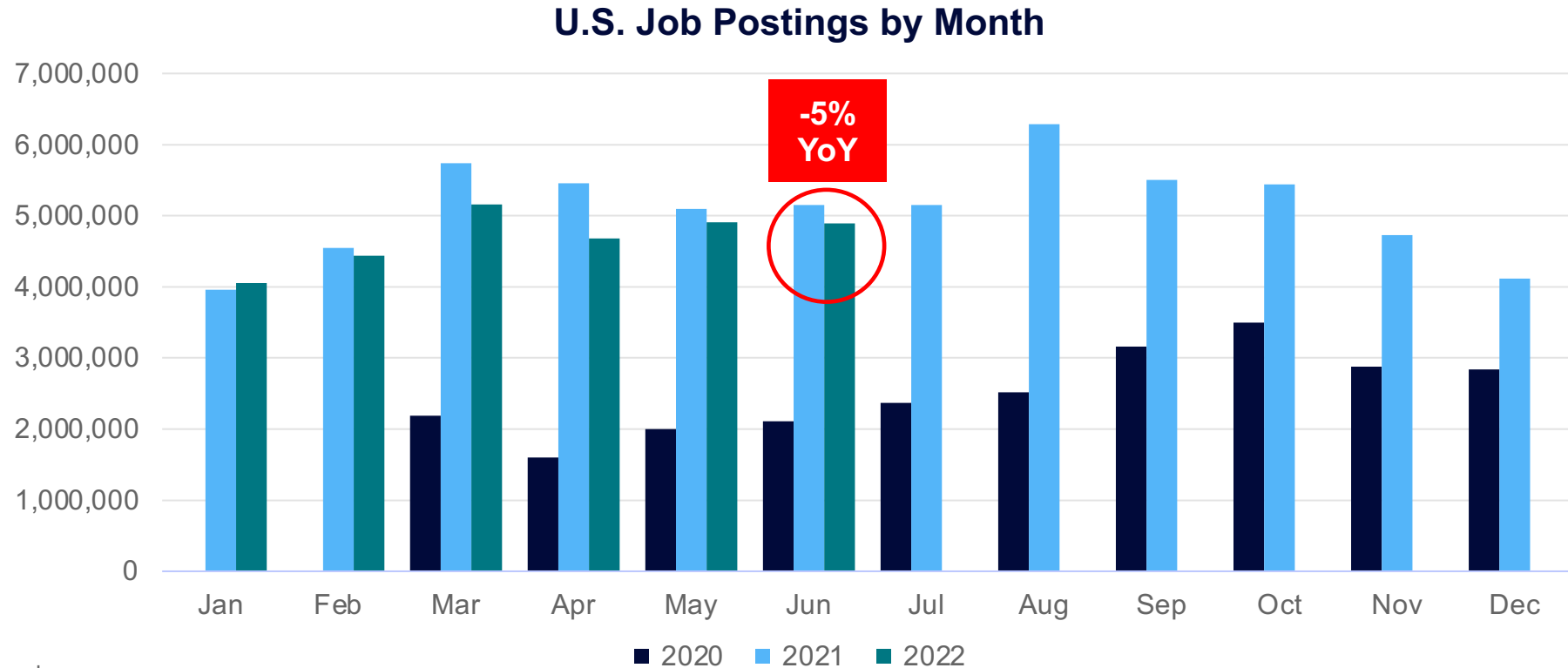
**Employment Trends**

Non-Degree Courses

Program of the Month

Summary

**In June 2022, job postings volume dropped 5% year-over-year.**

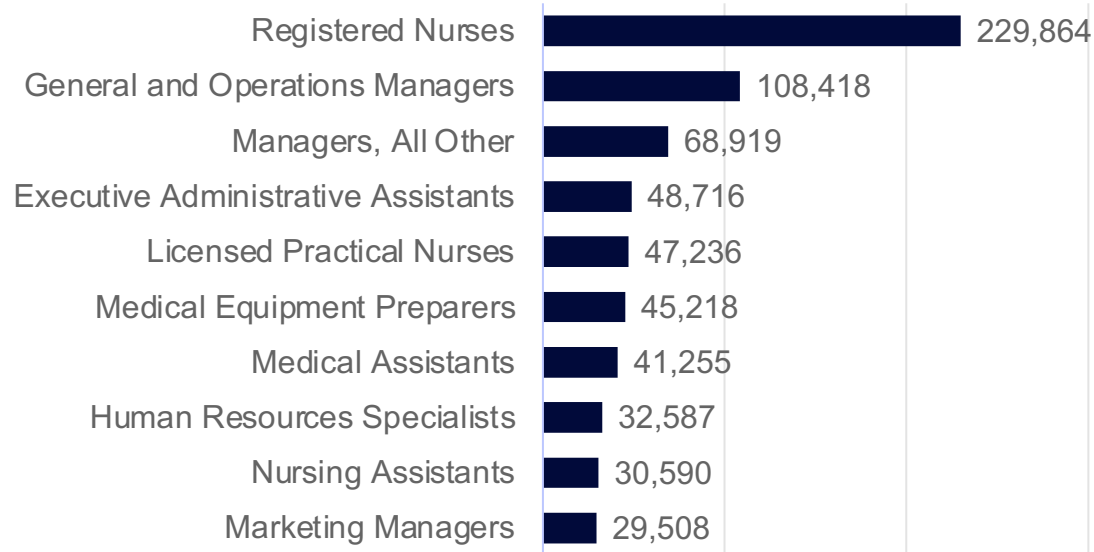


Source: Gray's Job Postings Dashboard

## U.S. Job Postings Trends, June 2022

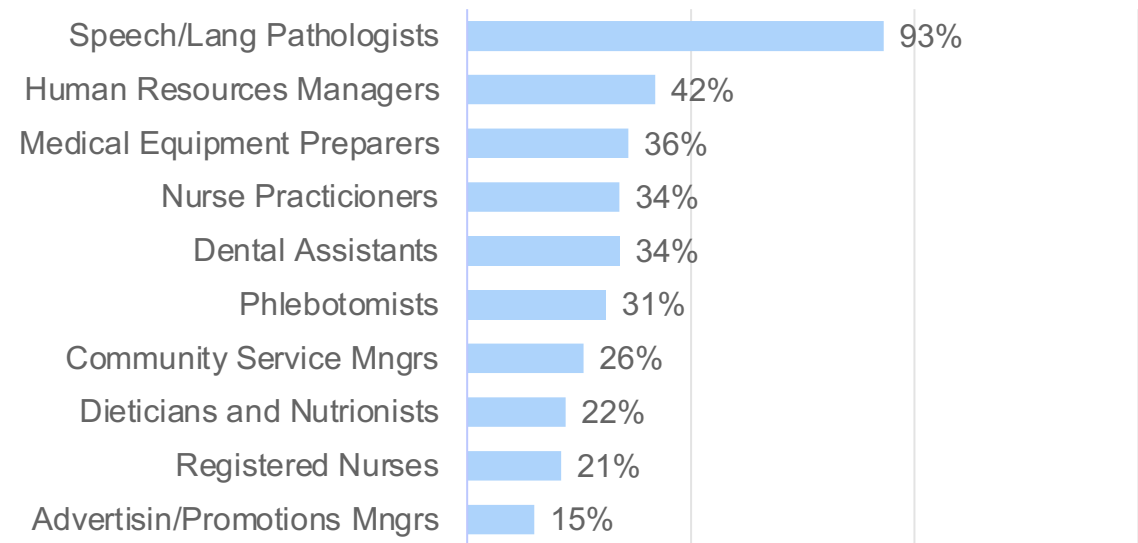
**Registered Nurses had the highest volume of postings.\***

**Highest Job Postings Volume**  
By Standard Occupational Code



**Job postings for Speech/Language Pathologists increased 93%.\*\***

**Fastest-Growing Job Postings YoY**  
By Standard Occupational Code



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

Source: Gray's Job Postings Dashboard

\*\*Minimum 10,000 jobs prior year.



# Agenda

Google Search

International Student Demand

Enrollment

Employment Trends

**Non-Degree Courses**

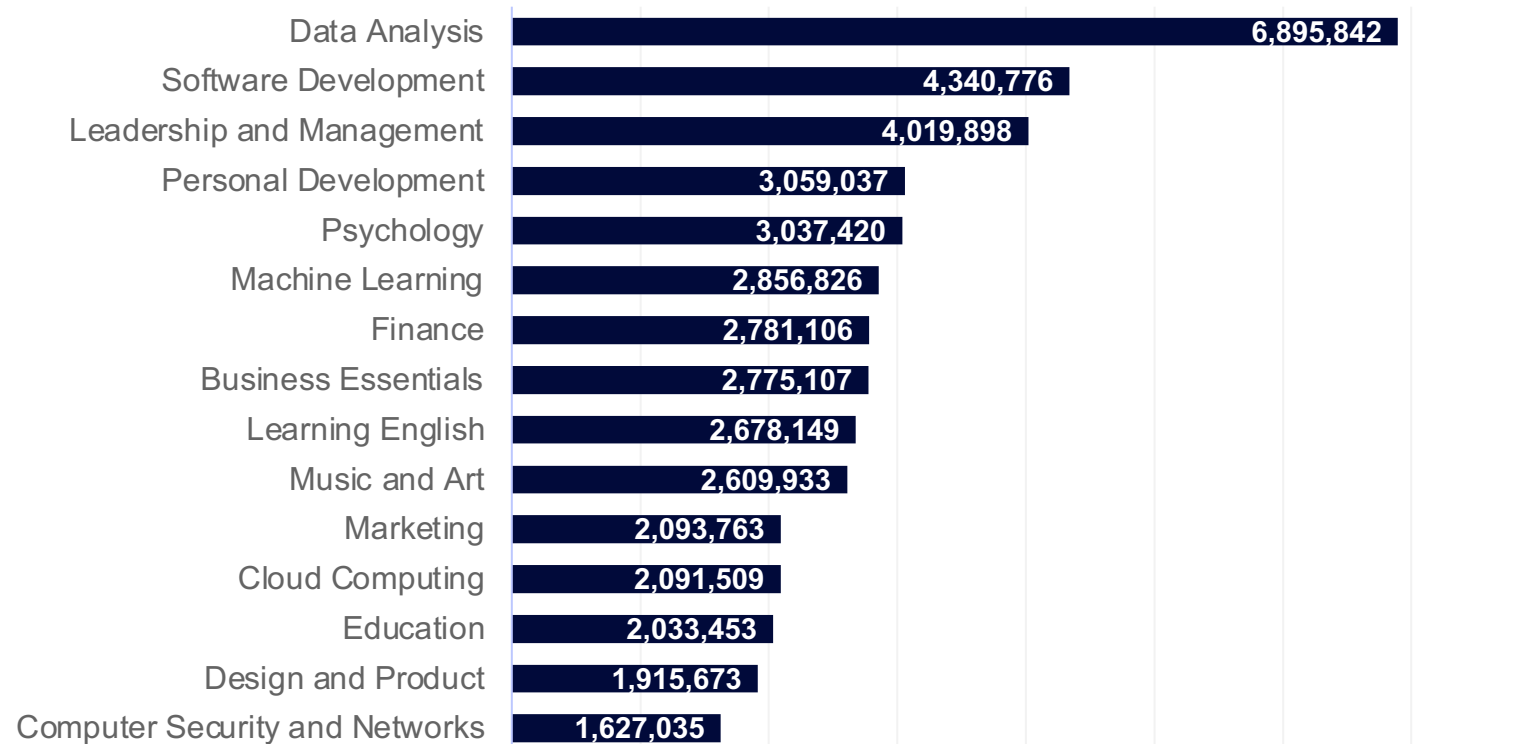
Program of the Month

Summary

**Coursera groups its 5,590 courses into 45 categories.**

**California was the most popular destination, followed by Massachusetts.**

### Fastest-Growing Categories by Unit Change



# In the Leadership and Management category, Coursera offers Google's Project Management Certificate program, which teaches two of the five most in-demand skills in 2022.

Browse > Business > Leadership and Management

## Google Project Management: Professional Certificate

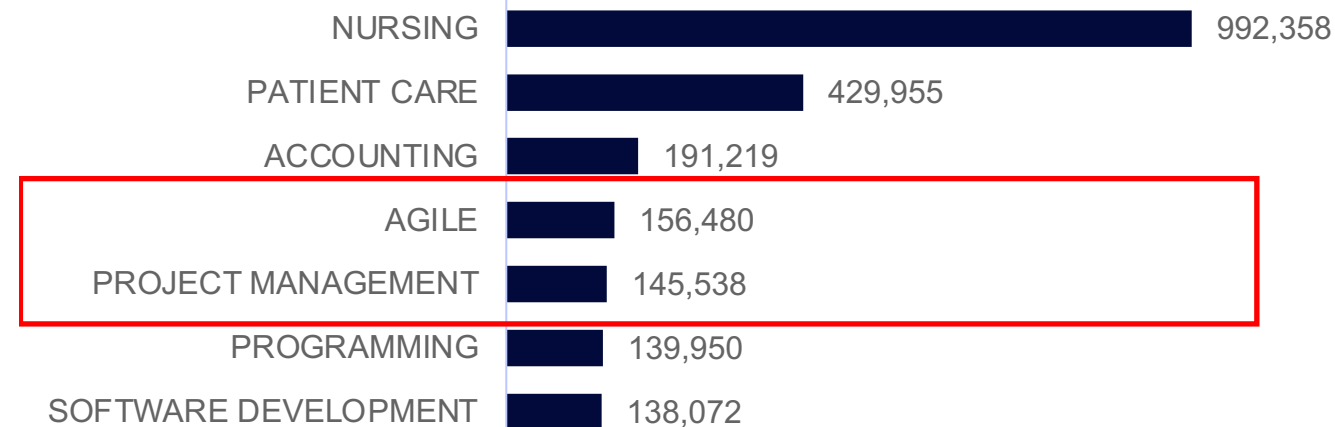
Start your path to a career in project management. In this program, you'll learn in-demand skills that will have you job-ready in less than six months. No degree or experience is required.

★★★★★ 4.8 48,224 ratings

 Google Career Certificates **TOP INSTRUCTOR**

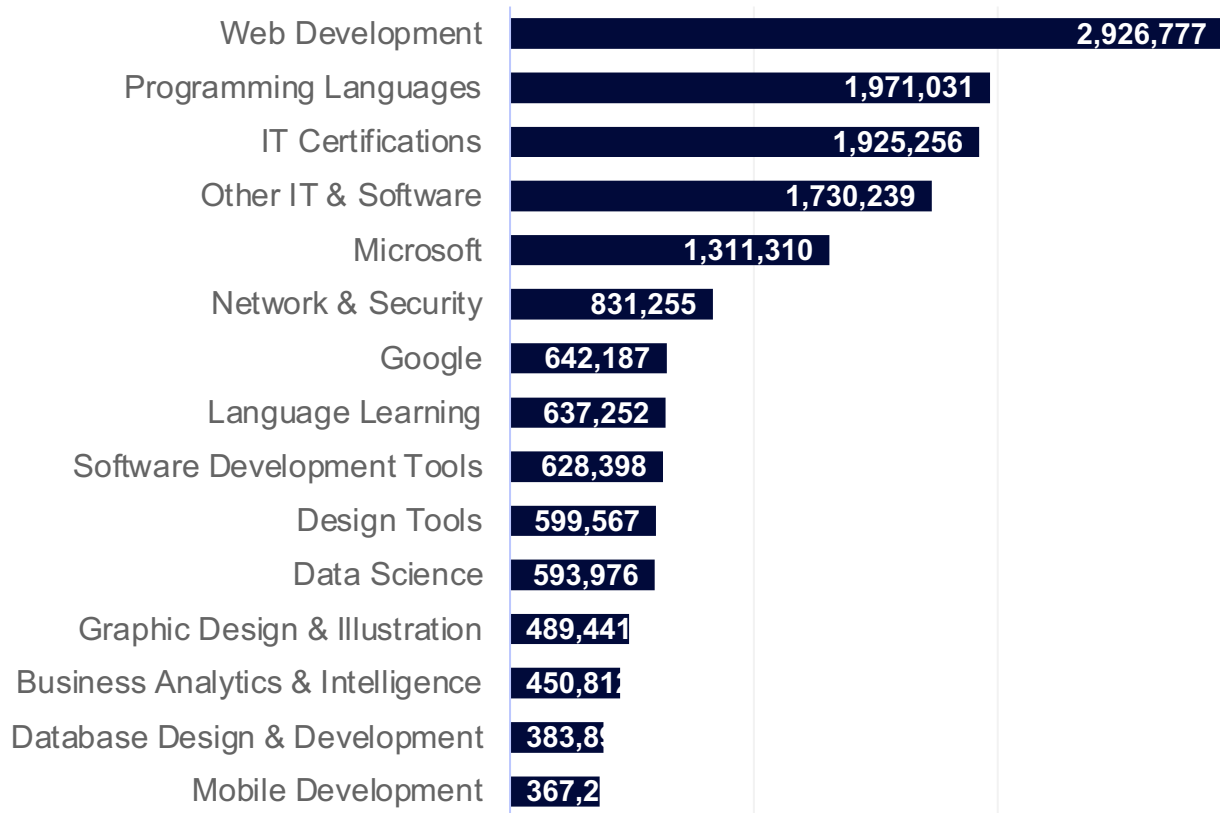
- It teaches management skills in five different areas:
  - Agile, with a focus on SCRUM
  - Project Management
  - Change Management
  - Stakeholder Management
  - Risk Management

## Most In-Demand Skills U.S. Job Postings 2022

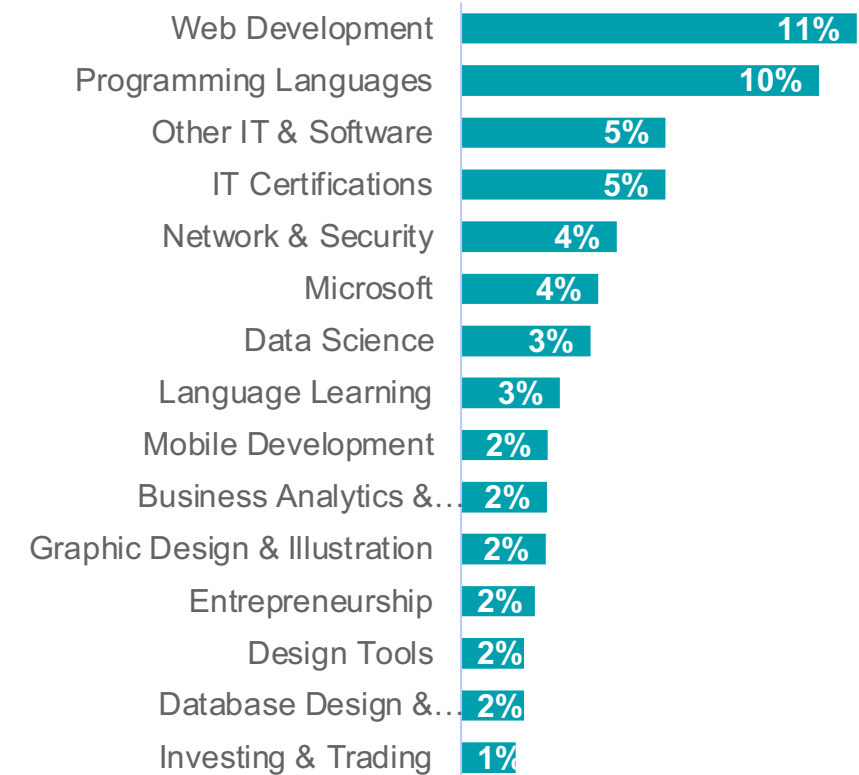


# Udemy: June 2022 Top Course Categories

## 15 Categories with Highest Enrollment



## Highest Cumulative Enrollment Share Beginning (2010) to June 2022



# Agenda

Google Search

International Student Demand

Enrollment

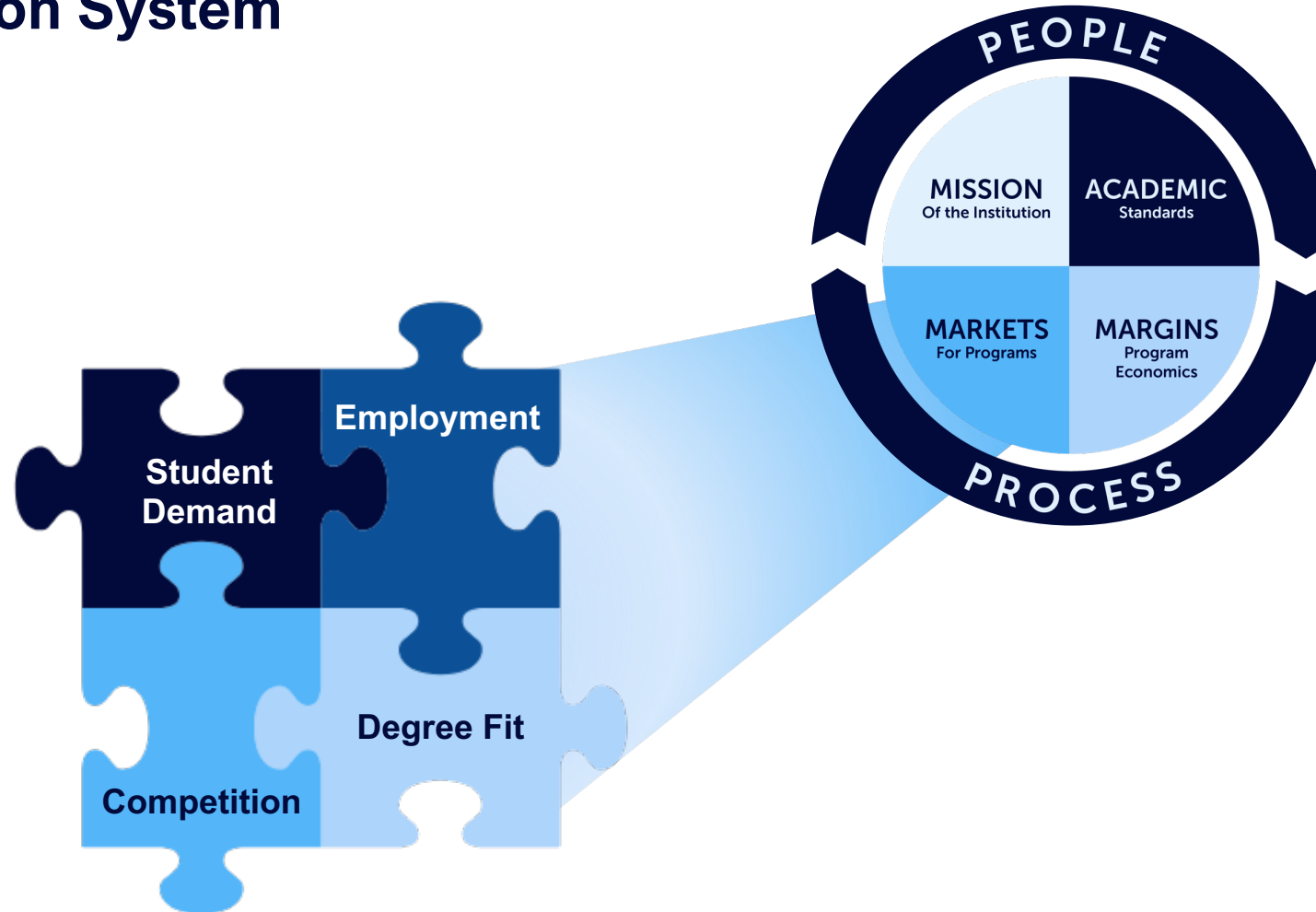
Employment Trends

Non-Degree Courses

Program of the Month

Summary

# Program Evaluation System



## Program Markets: Program Rank

We score on Student Demand, Employment, Competitive Intensity, and Degree Fit.

- Let's focus on the National market for Bachelor's of Intelligence.

### U.S. Program Ranking Bachelor's Award Level

CIP	Total Percentile	Student Demand Percentile	Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentile
43.0100 Crim. Justice & Corrections, Gen'l	96	99	8	19	50
51.0000 Health Svcs/Allied Health, Gen'l	96	99	5	33	50
52.1001 Human Resources Management, Gen'l	96	98	8	82	50
26.0202 Biochemistry	96	98	0	92	50
52.0299 Business Admin/Mgmt/Oper., Other	96	95	14	90	50
26.0908 Exercise Physiology	96	94	95	80	50
27.0301 Applied Mathematics, General	96	94	14	94	50
14.9999 Engineering, Other	96	94	8	97	50
26.0406 Cell/Cellular and Molecular Biology	96	93	84	90	50
15.1001 Construction Engineering Tech	96	92	93	84	50
29.0201 Intelligence, General	96	87	96	92	50
26.0901 Physiology, General	96	85	99	82	50
26.0701 Zoology/Animal Biology	96	85	96	92	50
14.4701 Electrical and Computer Eng'g	96	85	40	99	50
14.0401 Architectural Engineering	96	85	32	99	50
30.3101 Human Computer Interaction	96	83	96	92	50
14.0803 Structural Engineering	96	80	50	99	50
51.1010 Cytogenetics/Genetics/Clinical Genetics Tech	96	77	99	88	50
26.0999 Physiology/Pathology/Related Sciences, Other	96	77	99	82	50
26.0707 Animal Physiology	96	14	99	90	50

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-49	-21	-18	0	11	18	24	54

## Program Scorecard: Percentiles

All data are color-coded by their percentile rank in the local market compared to over 1,400 IPEDS programs (CIP codes).

### Percentile Color-Code:





## Program Scorecard: Student Demand

**Intelligence is a small program, but completions are growing.**

- More than half of program completions are online.
- Completions grew 81% year-over-year.
- Google search volume is modest.
  - Year-over-year growth was 14%.
- New student enrollment fell 6%.

### Student Demand Score: 9 Percentile: 87

Catego...	Pctl	Criterion	Value	Score
Size	59	Google Search Volume (3 Months)*	15,750	0
	0	International Page Views (12 Months)	0	NS
	77	New Student Enrollment Volume (12 Months)	260	0
	73	On-ground Completions at In-Market Institutions	325	1
	95	Online Completions by In-Market Students	410	3
	81	Sum of On-ground and Online Completions	735	1
Growth	67	Google Search YoY Change (Units)*	1,990	1
	16	New Student Enrollment Vol. YoY Change (Units)	-16	-1
	97	Completion Volume YoY Change (Units)	329	3
	66	Google Search YoY Change (%)*	14%	0
	42	New Student Enrollment Vol. YoY Change (%)	-6%	0
	95	Completion Volume YoY Change (%)	81%	1

## Program Scorecard: Employment

### Intelligence ranks in the 92<sup>nd</sup> percentile for Employment.

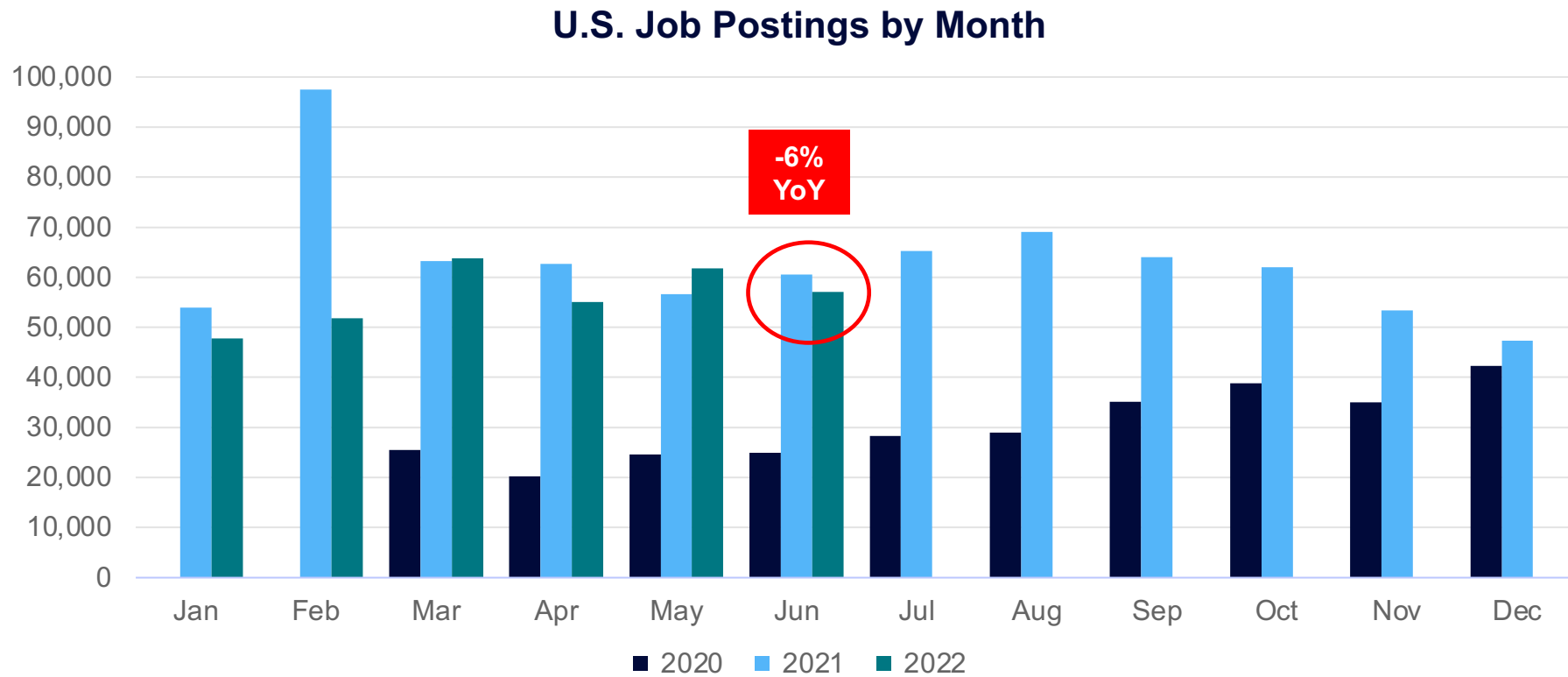
- Job postings for Intelligence graduates are low but grew almost 8% over the past three years.
- For Bachelor's degree-holders under 30, wages are in the 77<sup>th</sup> percentile.
- The job market is saturated.
  - But the unemployment rate is close to zero for that age group.

### Employment\*

Score: 8 Percentile: 92

Category	Pctl	Criterion	Value	Score
Size: Direct Prep	30	Job Postings Total (12 Months)*	237	0
	35	BLS Current Employment*	1,659	0
	36	BLS Annual Job Openings*	158	NS
Size: ACS Bach. Outcomes	41	Job Postings Total (12 Months)*	589	NS
	42	BLS Current Employment*	2,908	NS
Growth (Direct Prep)	96	BLS 1-Year Historical Growth*	8.1%	NS
	96	BLS 3-Year Historic Growth (CAGR)*	7.6%	1
	78	BLS 10-Year Future Growth (CAGR)*	1.1%	0
Saturation (Direct Prep)	14	Job Postings per Graduate*	0.1	-1
	25	BLS Job Openings per Graduate*	0.1	NS
Wages (Direct Prep)	59	BLS 10th-Percentile Wages*	\$42,805	NS
	67	BLS Mean Wages*	\$75,833	NS
National American Community Survey Bachelor's Degree Outcomes	77	Wages (Age < 30)	\$50,583	3
	82	Wages (Age 30-60)	\$114,661	4
	66	% with Any Graduate Degree	47%	NS
	93	% with Masters	42%	NS
	28	% with Doct/Prof Degree	5%	NS
	0	% Unemp. (Age < 30)**	0	2
	73	% Unemp. (Age 30-60)**	2%	-1
	0	% in Direct Prep Jobs	0	NS

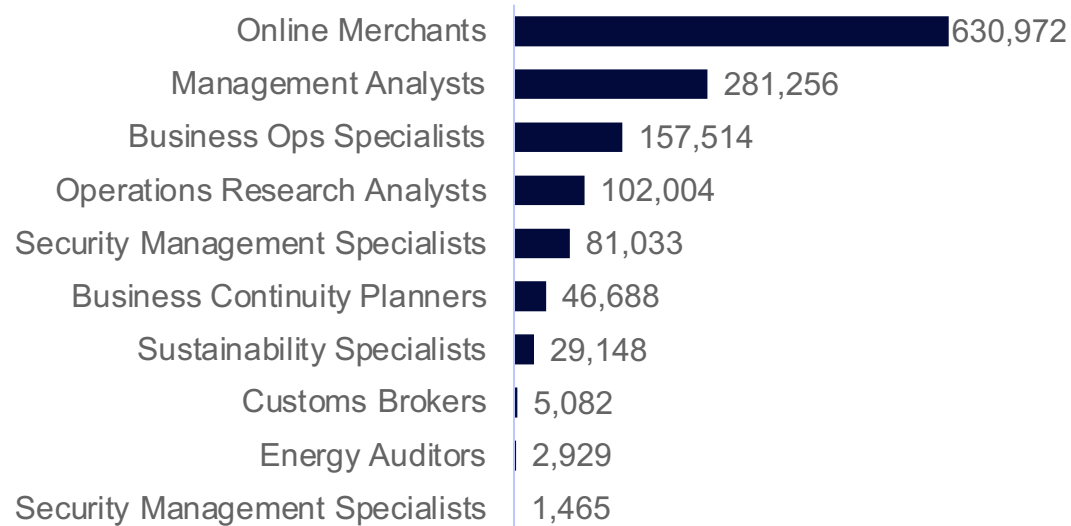
## U.S. job postings for Intelligence graduates dropped 6% year-over-year.



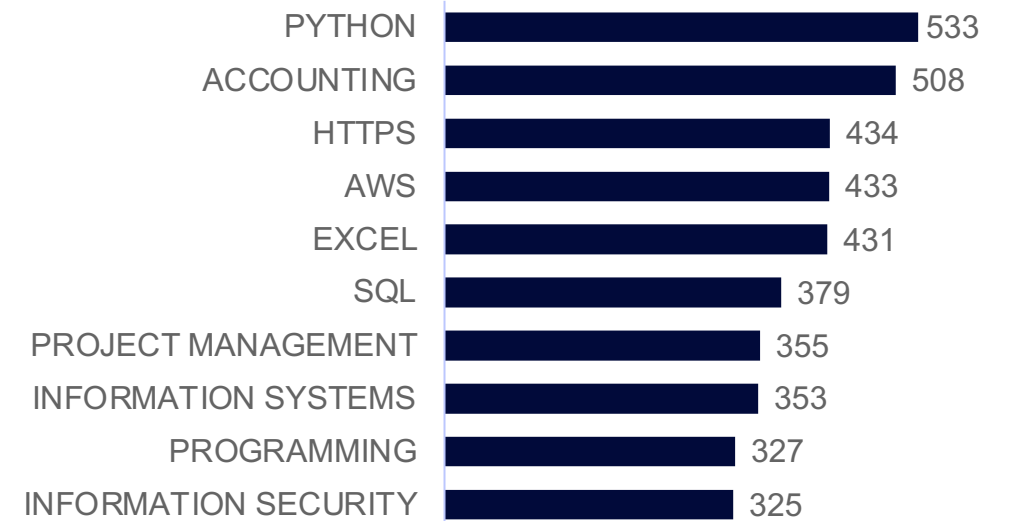
## Job Postings: Intelligence

In June, Online Merchants were in high demand.

### Highest Job Postings Volume

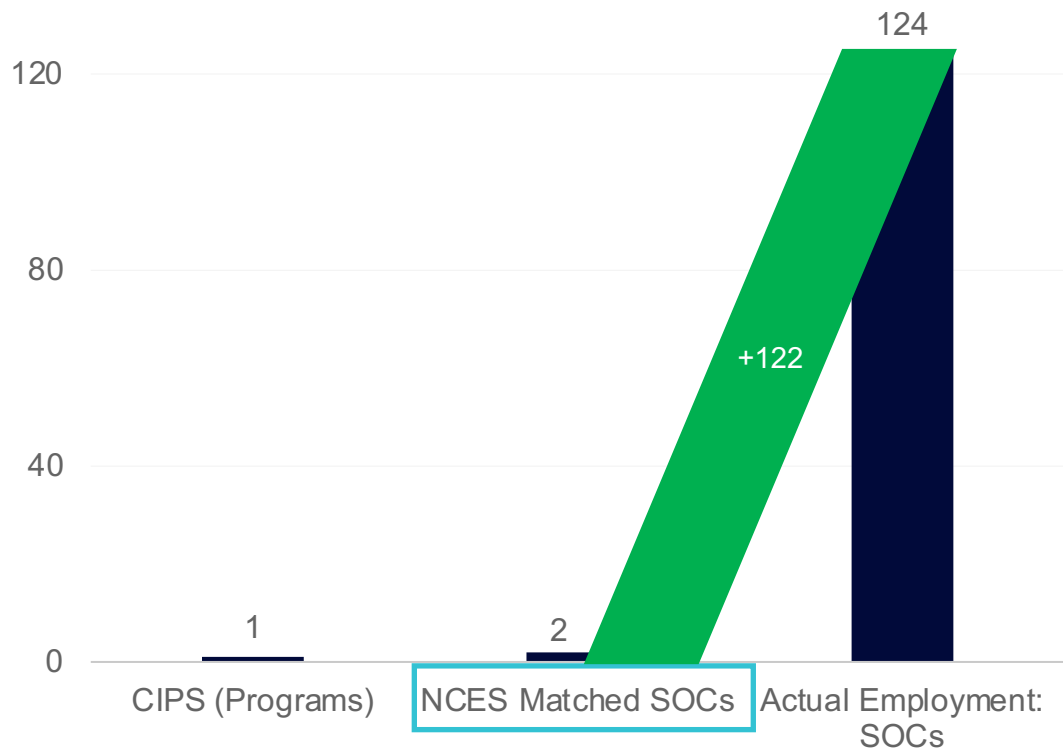


### Most-requested Skills in Job Postings



# In the U.S., Intelligence majors go into 124 SOCS and earn an average of \$87,506.

**Count of Programs and Occupations**  
CIP 29.0201, Intelligence



**Highest Population of Occupations, Intelligence**



Source: U.S. Census, American Community Survey, 2015 - 2019

## Program Scorecard: Competitive Intensity

Intelligence is in the 96<sup>th</sup> percentile for Competitive Intensity.

- Eight campuses have graduated Intelligence students.
- Median program sizes are high and grew 23% year-over-year.
- Marketing costs are high.
- 56% of program completions are online.

### Competitive Intensity Score: 4 Percentile: 96

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	60	Campuses with Graduates**	8	0
	88	Campuses with Grads YoY Change (Units)**	2	-1
	86	Institutions with Online In-Market Students**	3	NS
In-Market Program Sizes	91	Average Program Completions	41	2
	85	Median Program Completions	21	0
	98	YoY Median Prog. Compl. Change (Units)	10	3
	85	YoY Median Prog. Compl. Change (%)	23%	1
In-Market Saturation	77	Google Search * Cost per Click**	\$10	-1
	59	Google Competition Index**	0.43	0
National Online Competition	88	National Online Institutions (Units)**	5	NS
	98	Nat'l Online % of Institutions	50%	NS
	96	Nat'l Online % of Completions	56%	NS

## Program Scorecard: Degree Fit

**A bachelor's degree is an appropriate degree level for this program.**

- 37% of completions are at the bachelor's level.
- 43% of the national workforce hold a bachelor's degree.

### National Completions by Level

Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)
Certificate	3%	3%	0%
Associates	40%	40%	76%
<b>Bachelors</b>	<b>37%</b>	<b>37%</b>	<b>24%</b>
Postbaccalaureate Certificate	1%	1%	0%
Masters	19%	19%	1%
Post-masters Certificate	0%	0%	0%
Doctoral	0%	0%	0%
Unknown	0%	0%	0%

### Degree Fit:

Score: 0 Percentile: 50

### National Workforce Ed. Attainment

Score: 0

Award Level	BLS Educational Attainment
No College	8%
Some College	14%
Associates	7%
<b>Bachelors</b>	<b>43%</b>
Masters	25%
Doctoral	4%

# Program Scorecard: Intelligence ranks in the 96<sup>th</sup> percentile.

CIP: 29.0201 Intelligence, General

Market: National

**Total Score: 21**
**Percentile: 96**
**Student Demand**

Score: 9 Percentile: 87

Category	Pctl	Criterion	Value	Score
Size	59	Google Search Volume (3 Months)*	15,750	0
	0	International Page Views (12 Months)	0	NS
	77	New Student Enrollment Volume (12 Months)	260	0
	73	On-ground Completions at In-Market Institutions	325	1
	95	Online Completions by In-Market Students	410	3
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	97	Completion Volume YoY Change (Units)	329	3
	66	Google Search YoY Change (%)*	14%	0
	42	New Student Enrollment Vol. YoY Change (%)	-6%	0
	95	Completion Volume YoY Change (%)	81%	1

**Competitive Intensity**

Score: 4 Percentile: 96

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	88	Campuses with Grads YoY Change (Units)**	2	-1
	86	Institutions with Online In-Market Students**	3	NS
In-Market Program Sizes	91	Average Program Completions	41	2
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	98	YoY Median Prog. Compl. Change (Units)	10	3
	85	YoY Median Prog. Compl. Change (%)	23%	1
In-Market Saturation	77	Google Search * Cost per Click**	\$10	-1
	59	Google Competition Index**	0.43	0
National Online Competition	88	National Online Institutions (Units)**	5	NS
	98	Nat'l Online % of Institutions	50%	NS
	96	Nat'l Online % of Completions	56%	NS

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
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**Employment\***

Score: 8 Percentile: 92

Category	Pctl	Criterion	Value	Score
Size: Direct Prep	30	Job Postings Total (12 Months)*	237	0
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	36	BLS Annual Job Openings*	158	NS
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	0	% Unemp. (Age < 30)**	0	2
73	% Unemp. (Age 30-60)**	2%	-1	
0	% in Direct Prep Jobs	0	NS	

**CIP Description:**

A program that focuses on the principles and techniques of intelligence acquisition, analysis and exploitation. Includes instruction in intelligence organizations, the intelligence cycle, intelligence operations planning, intelligence analysis and reporting, intelligence methods, electronic and signals intelligence, operations and communications security, human intelligence management, intelligence chain of command, information exploitation and psychological warfare, and the relationship to national security policy and strategy.

\*\* Color Scale in Reverse

Percentile (Reverse)	<02	02+	05+	10+	30+	60+
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**Degree Fit:**

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Nat'l 2 Year		Cost Index**	NA	NS
		Student: Faculty Index	NA	NS

**National Completions by Level**

Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)
Certificate	3%	3%	0%
Associates	40%	40%	76%
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**National Workforce Ed. Attainment**

Score: 0

Award Level	BLS Educational Attainment
No College	8%
Some College	14%
Associates	7%
Bachelors	43%
Masters	25%
Doctoral	4%

\* - 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-Y - Associates & certificate programs only.  
 PCTL - Percentile



# **Agenda**

**Google Search**

**International Student Demand**

**Enrollment**

**Employment Trends**

**Non-Degree Courses**

**Program of the Month**

**Summary**

## Summary

- U.S. Google searches increased 19% year-over-year in June.
  - Searches for college brands rose 24%.
- In Fall 2021, first-time enrollment increased by 10%.
  - Computer Science grew 58%.
- Registered Nurses and Managers had the highest volume of job postings.
  - Postings for Speech/Language Pathologists increased 93% year-over-year.
- Demand for Intelligence programs at the bachelor's level is high.
  - It's a small but growing program.
  - Over 50% of completions are online.
- Graduates of Intelligence programs have low direct-prep employment options but go into 124 occupations.

## Upcoming Webinars

Topic	Date
Community College Bootcamp Class 1: Labor Market Data	<i>Thursday</i> August 4 <sup>th</sup> , 2-3 PM ET
Community College Bootcamp Class 2: Student Demand and Competition	<i>Thursday</i> August 12 <sup>th</sup> , 2-3 PM ET
Community College Bootcamp Class 3: Economics	<i>Thursday</i> August 18 <sup>th</sup> , 2-3 PM ET
Community College Bootcamp Class 4: Management and Implementation	<i>Thursday</i> August 25 <sup>th</sup> , 2-3 PM ET
Demand Trends Webcast: Community Colleges	<i>Wednesday</i> August 24 <sup>th</sup> at 2:00 pm ET
Demand Trends Webcast: Bachelor's and Above	<i>Thursday</i> August 25 <sup>th</sup> at 4:00 pm ET

Contact:  
Robert Atkins  
[RobertGrayAtkins.com](http://RobertGrayAtkins.com)

