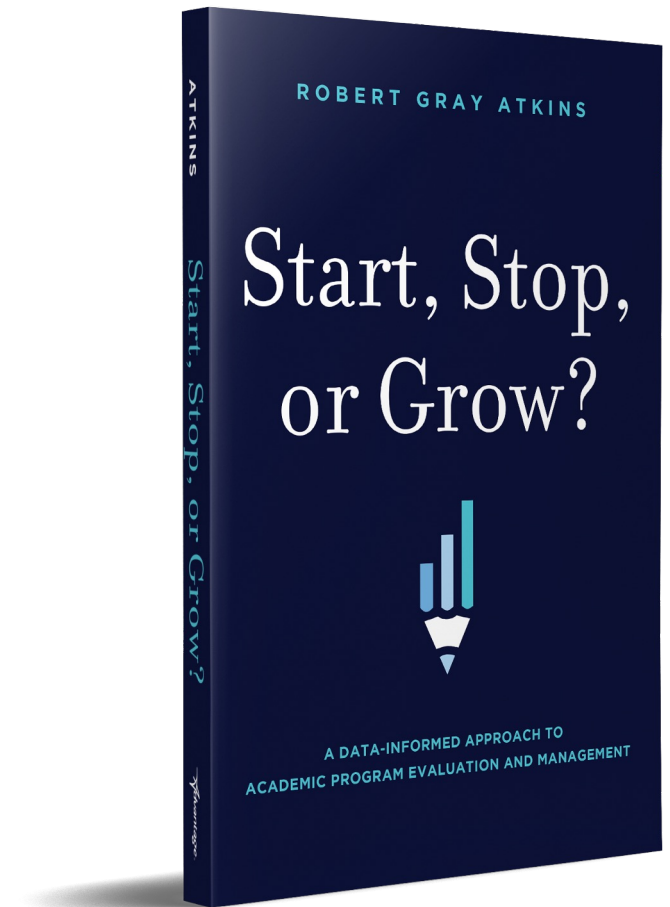




**GRAY**  
ASSOCIATES

## **Demand for Higher Education Programs**

Results through April 2023

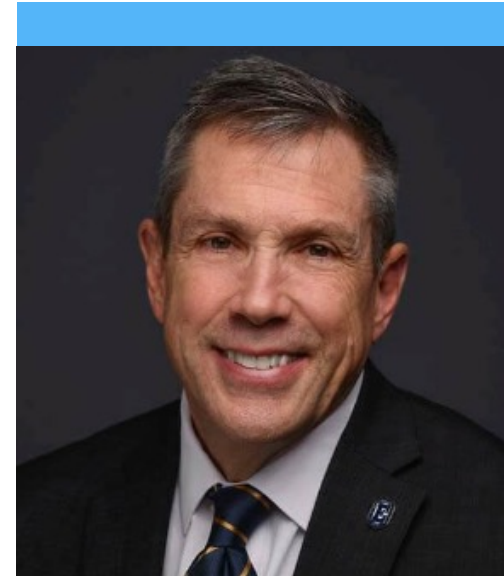


## Today's Speakers



**Robert Gray Atkins**  
Founder and CEO

Gray Associates



**Gerald Silberman**  
Senior Vice President of  
Administration and Finance



**Gray has developed a complete Program Evaluation System.**  
It includes the best available data, software and facilitated processes.



## Choose a Program

- We would like to give everyone a chance to see data on their program of interest:
  - Let us know any program that you would like to see in the Chat section.
  - If we do not get to your program, we will send a Program Scorecard after the webinar.

# **Agenda**

## **Student Demand**

- **Leading Indicators: Google**
- **Recent Trends: Enrollment**
- **Non-Degree Courses**

## **Employment: Current Indicators**

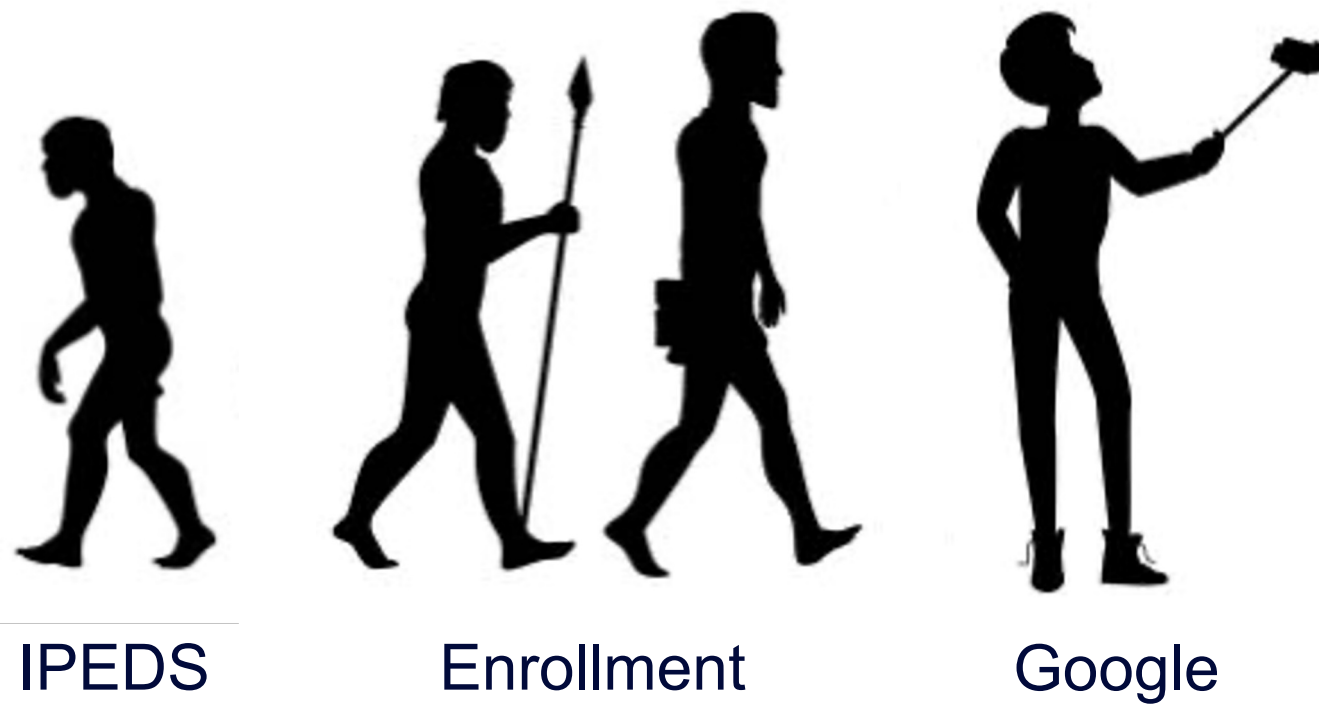
## **Program of the Month**

## **Elizabethtown College Case Study**

## **Summary**

## **IPEDS, Enrollment, and Google Search: Past, Present, and Future**

Insights on Student Demand



# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

## Employment: Current Indicators

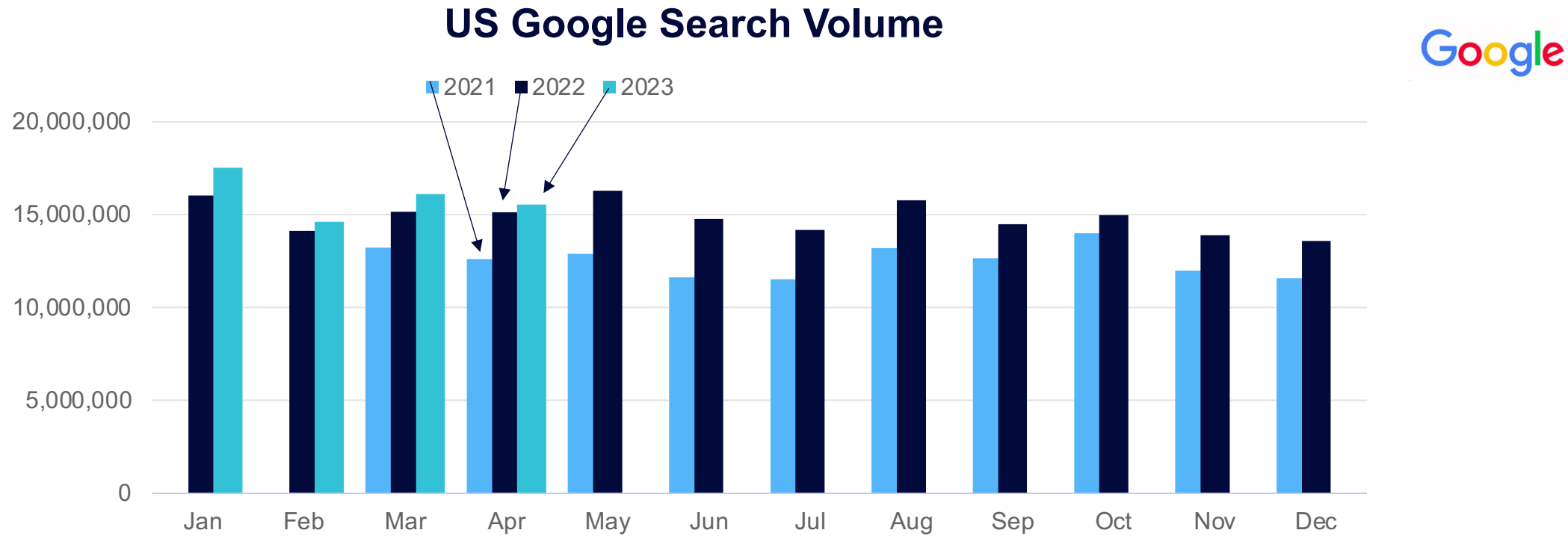
## Program of the Month

## Elizabethtown College Case Study

## Summary

## Google Search Trends: Programs

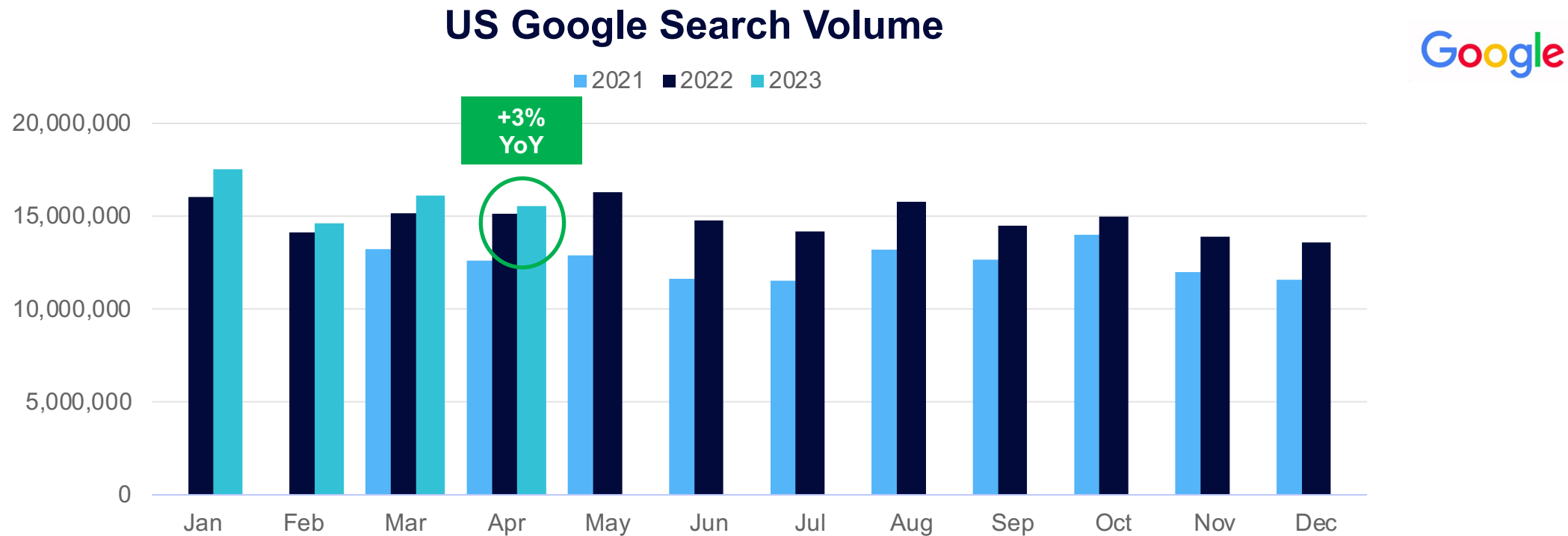
Gray tracks searches for over 900 programs (90% of all US completions).





## Google Search Trends: Programs

In April, Google searches for academic programs rose 3% year-over-year.



Source: PES Keyword Search Dashboard

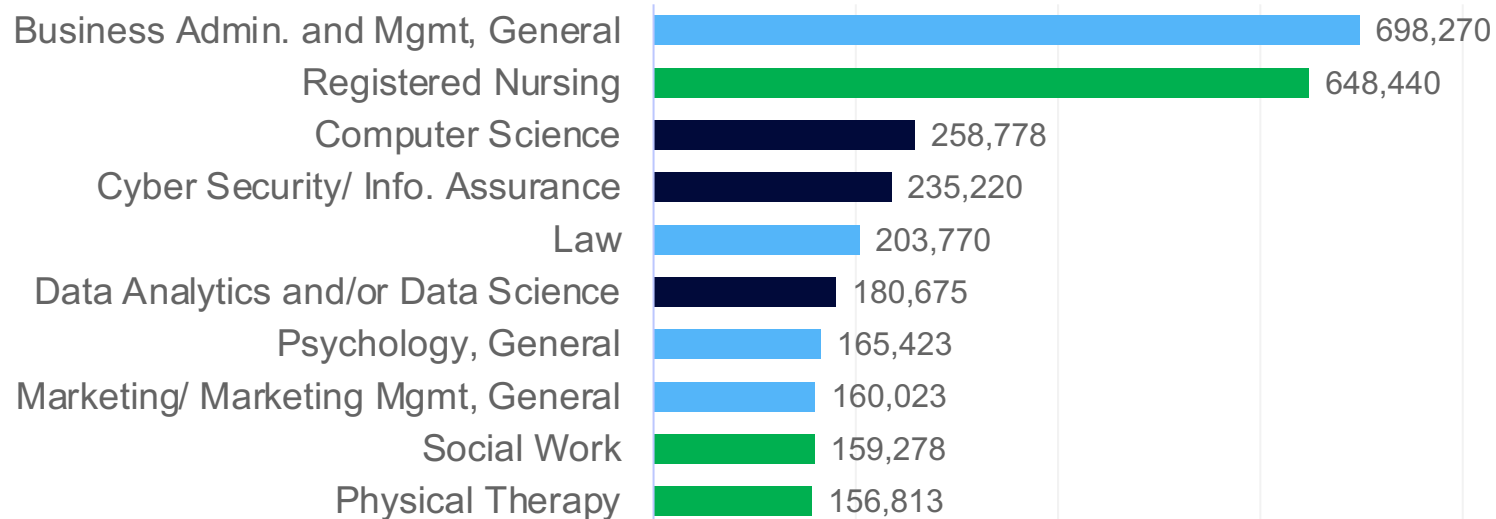
## Google: US Highest Search Volume, Bachelor's and Above

In April, Business had the highest search volume.



### Programs with the Highest Volume of Keyword Searches

April 2023



**Data & Tech** 3

**Health Professions** 3

**Other** 4

\*Excludes associate and certificate non-transfer programs.

Source: PES Keyword Search Dashboard

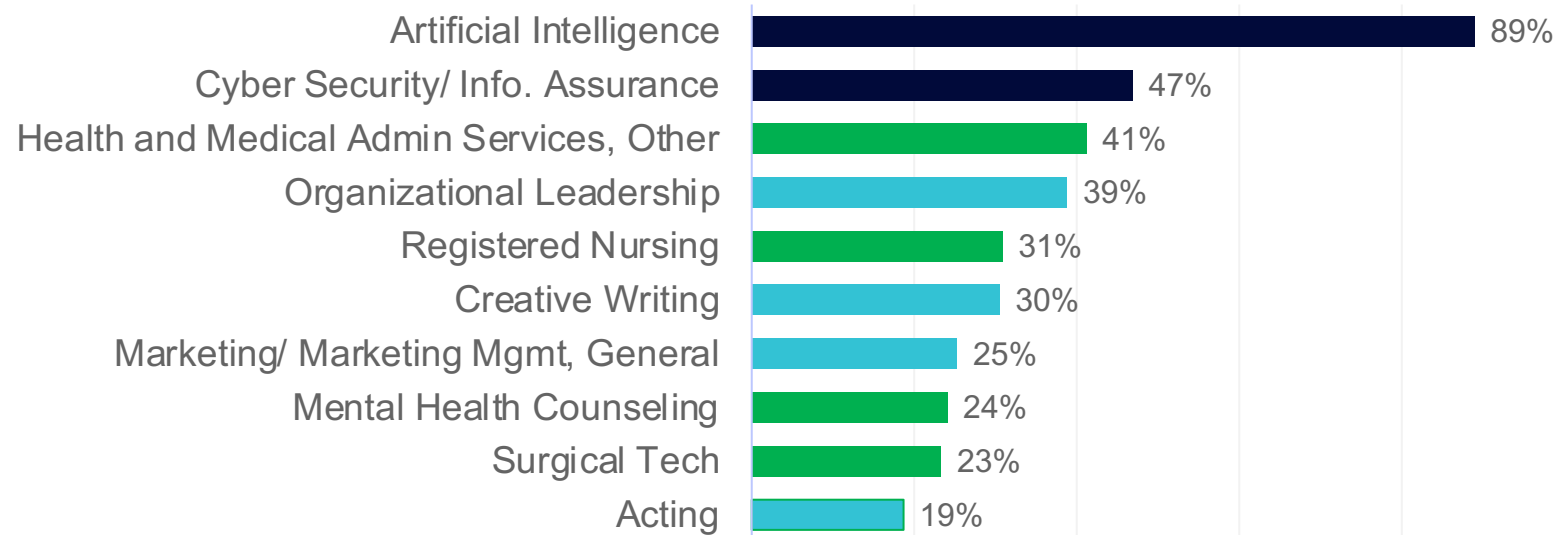
## Google: US Fastest-Growing Programs

In April, searches for Artificial Intelligence rose 89%.



### Fastest Growth in Google Searches YoY\*

April 2023



**Data & Tech** 2

**Health Professions** 4

**Other** 4

\*Minimum 10,000 searches April 2022

\*Excludes associate and certificate non-transfer programs.

Source: PES Keyword Search Dashboard

# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

Employment: Current Indicators

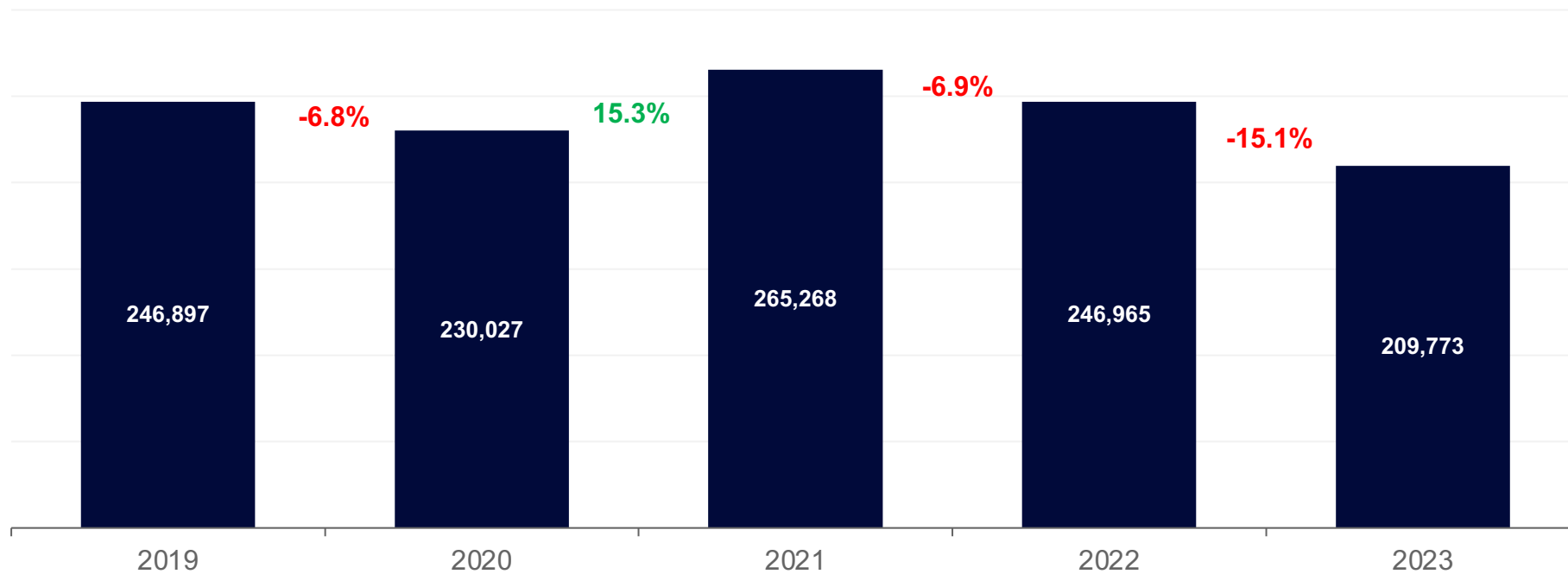
Program of the Month

Elizabethtown College Case Study

Summary

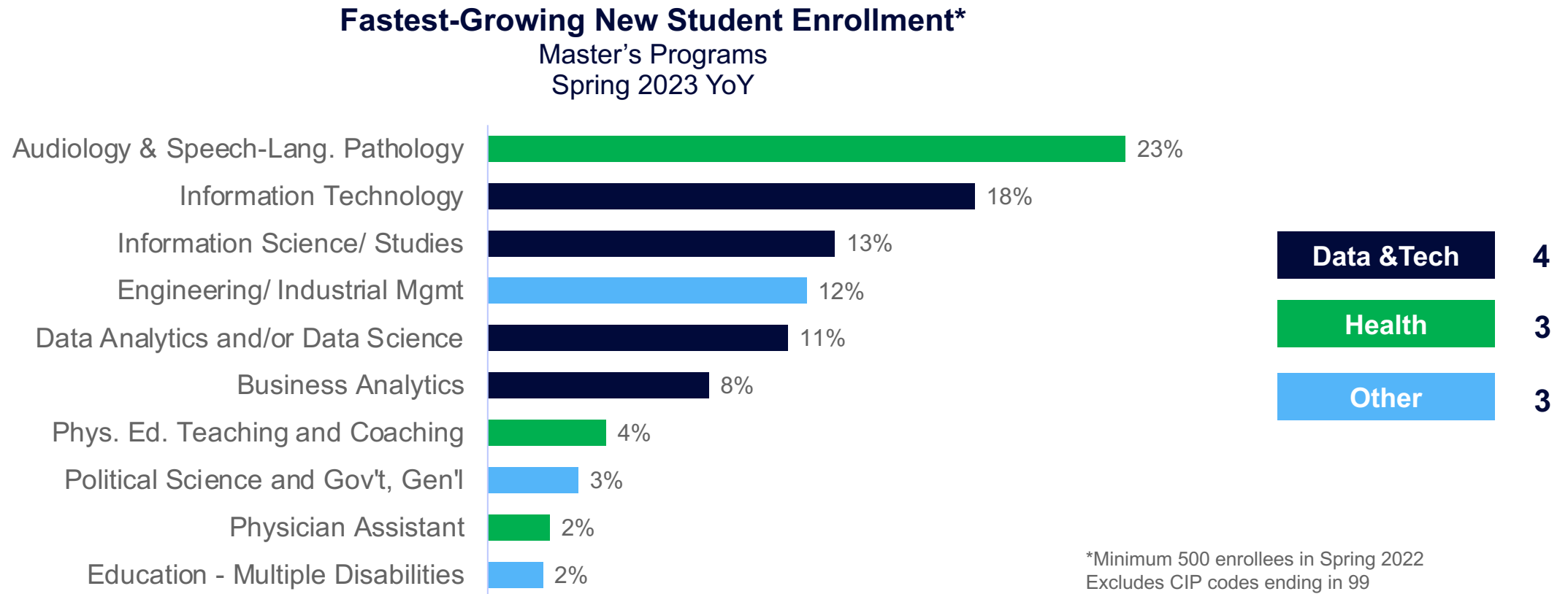
**In Spring 2023, master's new student enrollment fell 15% year-over-year.**

**US Master's Programs New Student Enrollment**  
Spring 2019 - 2023



Source: Gray Analysis of National Student Clearinghouse

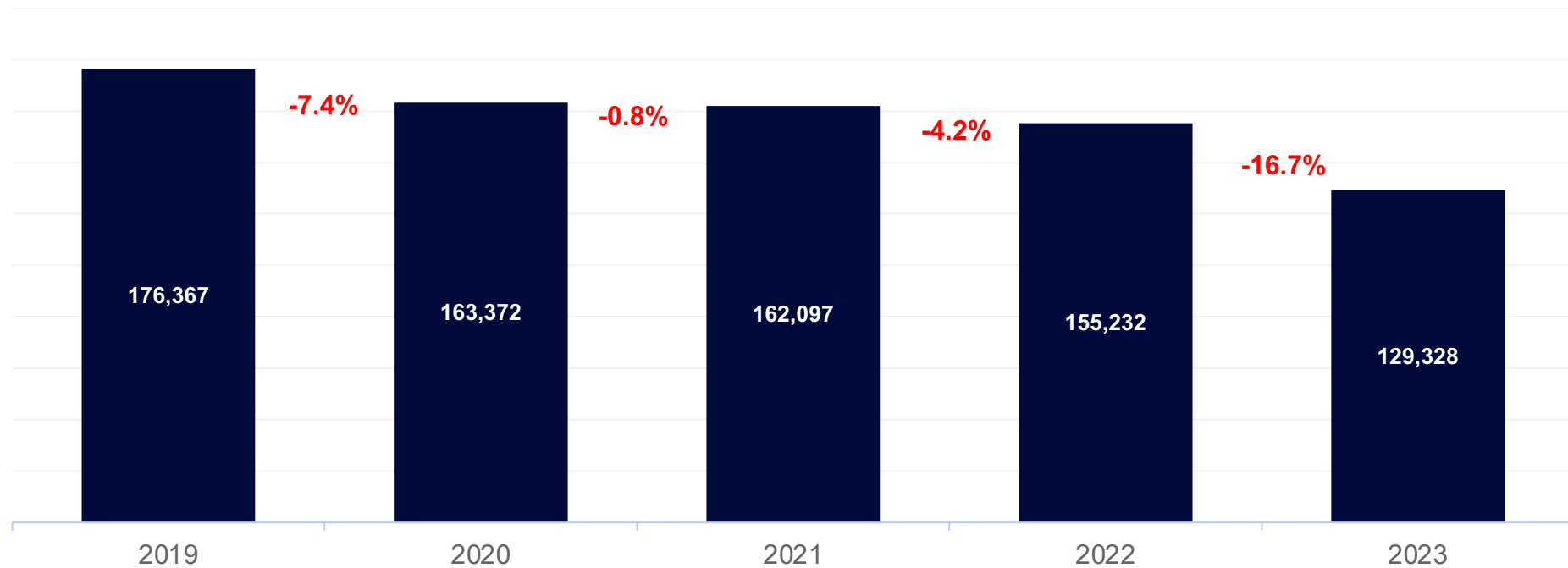
## In Spring 2023, Audiology was the fastest-growing Master's Program.



Source: Gray Analysis of National Student Clearinghouse

**In Spring 2023, bachelor's new student enrollment declined 17% YoY.**

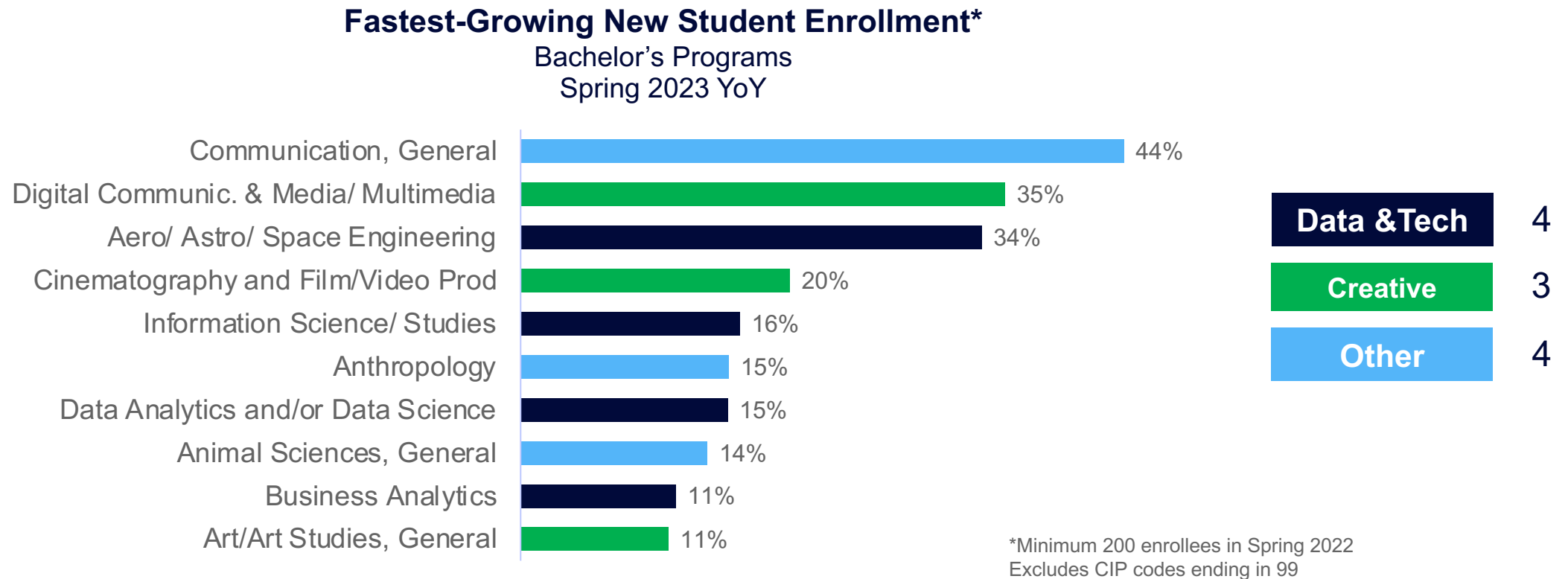
**US Bachelor's Programs New Student Enrollment**  
Spring 2019 - 2023



Source: Gray Analysis of National Student Clearinghouse

## Bachelor's new student enrollment in Communication rose 44%.

### Almost half of the fastest-growing programs were in tech.





# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

Employment: Current Indicators

Program of the Month

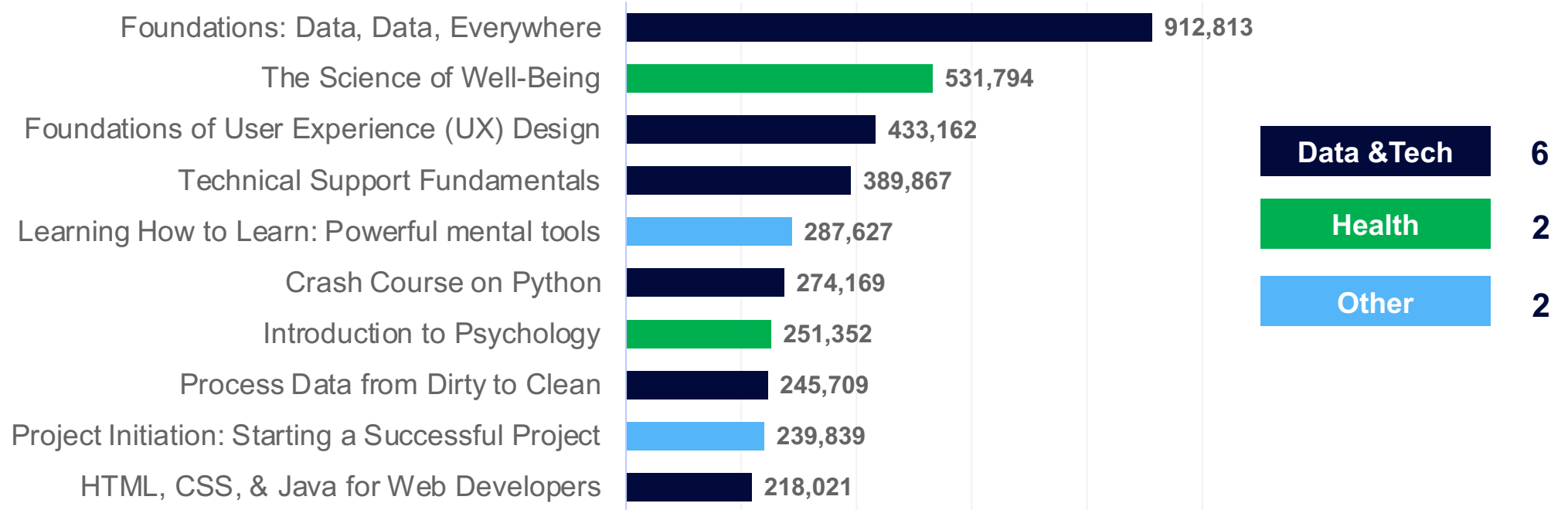
Elizabethtown College Case Study

Summary

## Coursera: Largest-Growing Courses

In April, Foundations: Data, Data, Everywhere had the largest annual growth in enrollment.

### Highest Year-Over-Year Unit Change in Cumulative Enrollment April 2023



# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

## Employment: Current Indicators

## Program of the Month

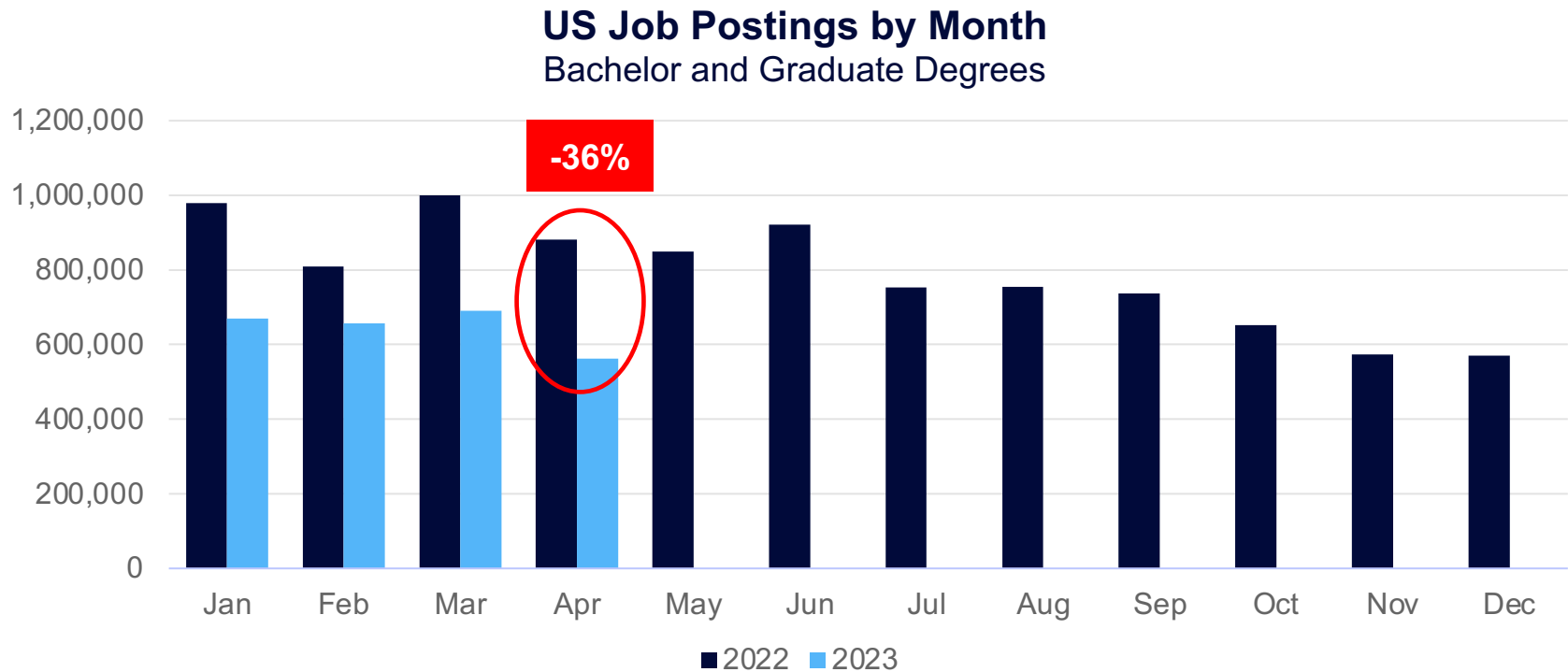
## Elizabethtown College Case Study

## Summary



In April, job postings for bachelor and above degree-holders fell 36% YoY.

Month over month, postings declined 18%.

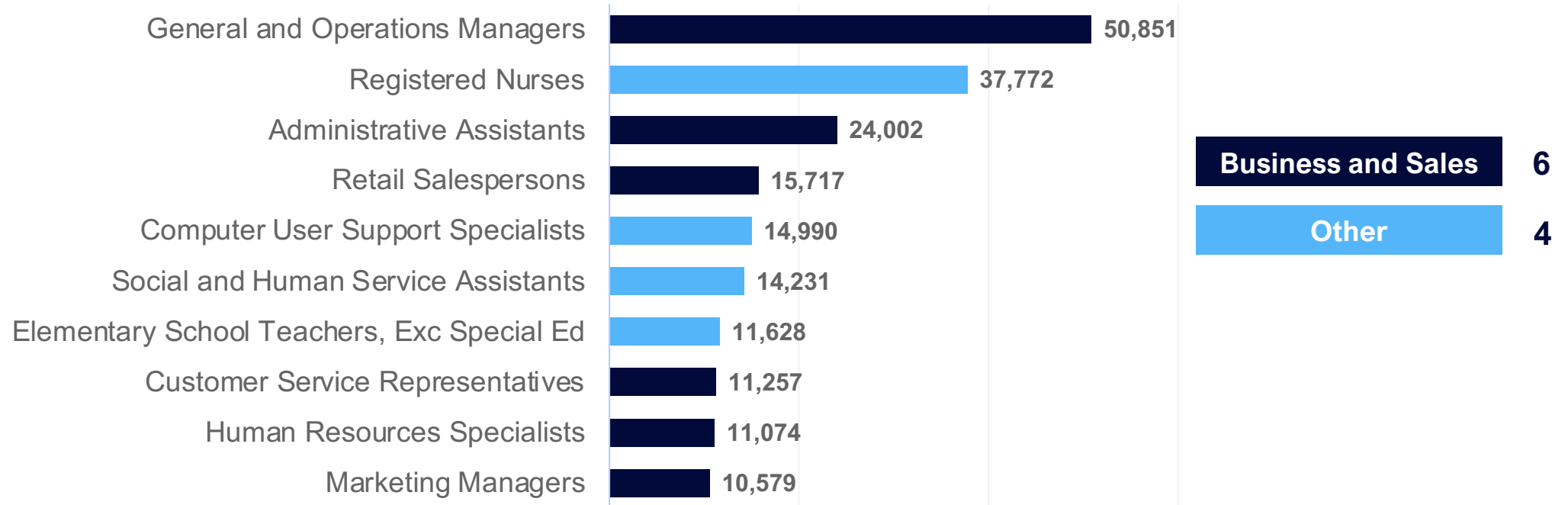


Source: PES Job Postings Dashboard

**In April, General and Operations Managers had the highest job postings volume.**

### Highest Job Postings Volume by Occupation

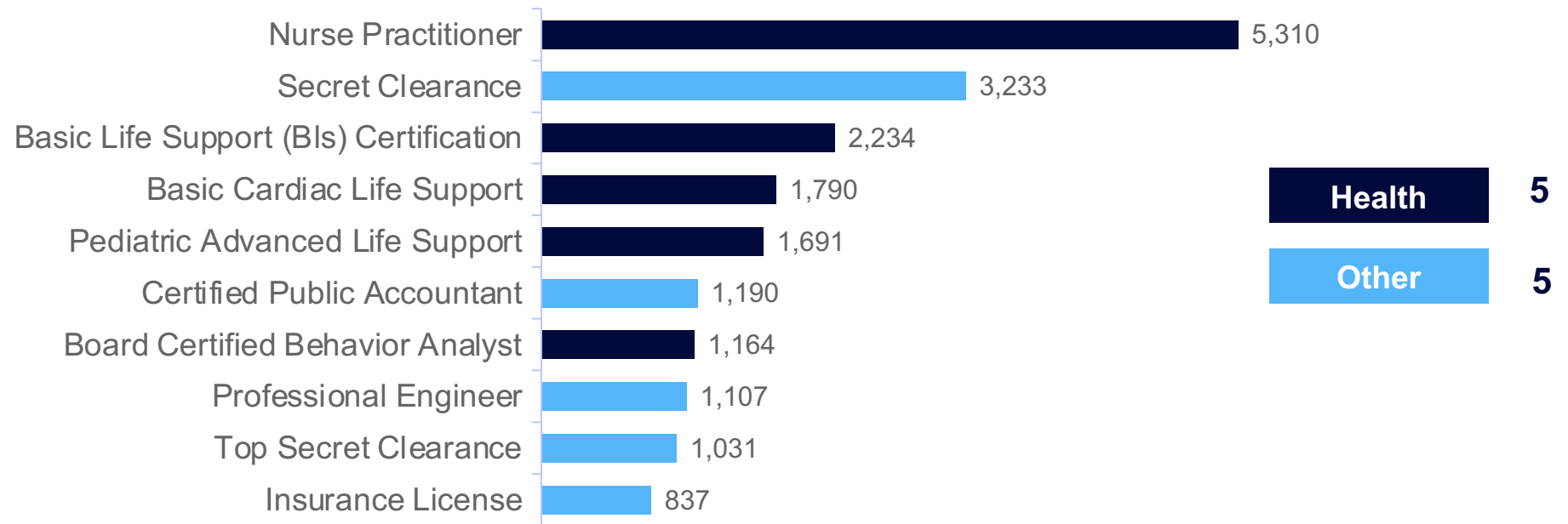
April 2023



## Nurse Practitioner is the most frequently required certification in job postings.

### 10 Highest In-Demand Certifications

Bachelor's and Above, April 2023



# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

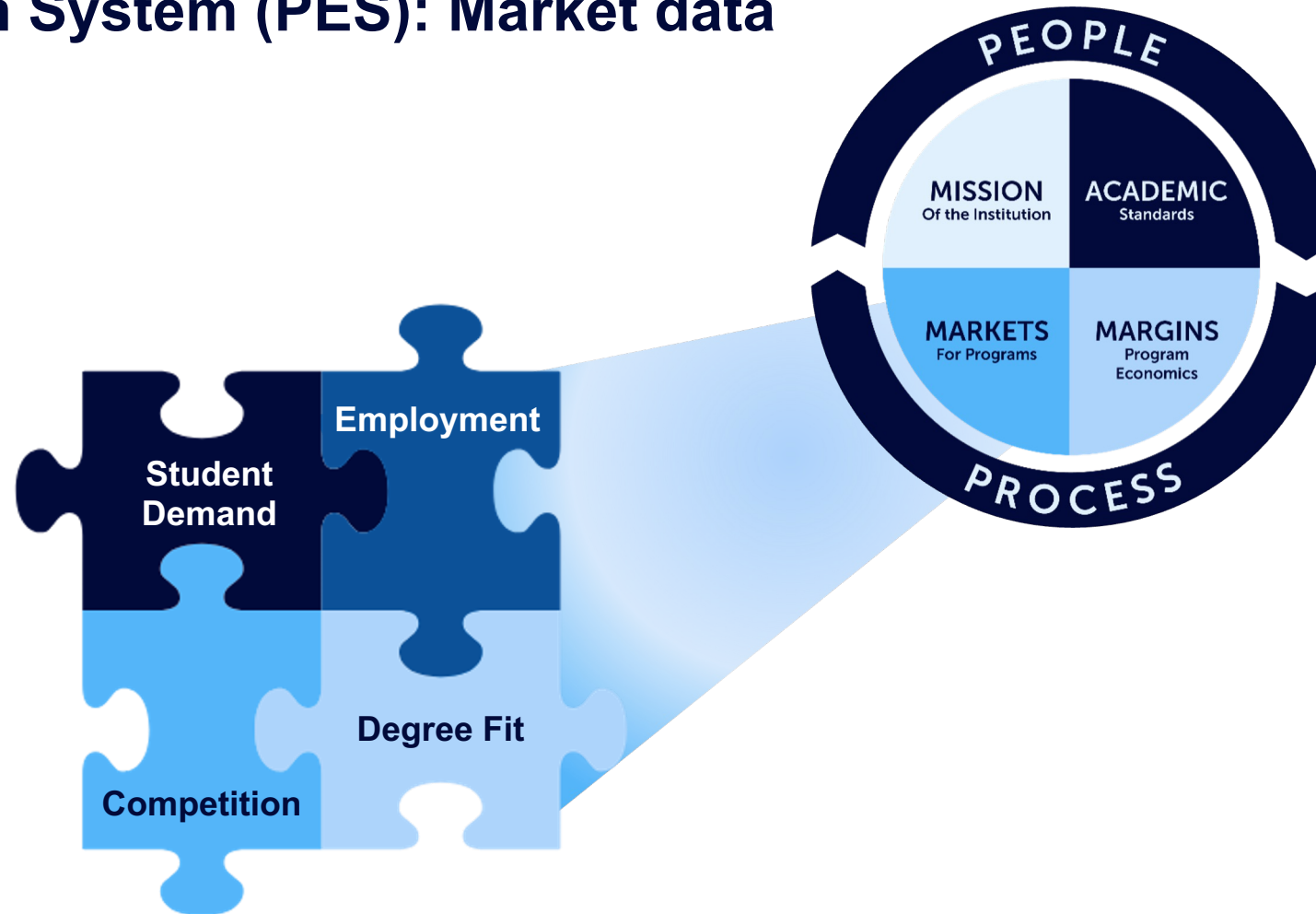
## Employment: Current Indicators

## Program of the Month

## Elizabethtown College Case Study

## Summary

## Program Evaluation System (PES): Market data





## PES: Program Rank

Programs scored on **Student Demand**, **Employment**, **Competitive Intensity**, and **Degree Fit**.

- Let's focus on the national market for a Bachelor in Kinesiology and Exercise Science.

### National Ranking Bachelor's Programs

CIP	Total Percentile	Student Demand Percentile	Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentile
52.0203 Logistics, Materials, and Supply Chain Mgmt	96	96	3	94	50
26.0908 Exercise Physiology	96	95	50	82	50
30.2501 Cognitive Science	96	94	96	76	50
51.0907 Radiation Therapy	96	93	84	90	50
51.0999 Allied Health Diag/Treatment, Other	96	89	95	90	50
14.9999 Engineering, Other	96	86	89	97	50
14.0401 Architectural Engineering	96	84	84	98	50
26.0503 Medical Microbiology and Bacteriology	96	82	98	91	50
26.0901 Physiology, General	96	82	98	84	50
51.2011 Pharmaceutical Marketing and Management	96	82	84	99	50
49.0309 Marine Science/ Merchant Marine Officer	96	50	99	91	50
15.1503 Packaging Science	96	5	99	87	50
31.0505 Kinesiology and Exercise Science	95	99	3	20	50
51.0701 Health Care Admin/Mgmt	95	99	0	34	50
09.0101 Speech Communication and Rhetoric	95	98	5	27	50
52.0299 Business Admin/Mgmt/ Oper., Other	95	94	14	91	50
52.1101 International Business/ Trade	95	94	14	91	50
52.0205 Operations Mgmt/ Supervision	95	92	14	94	50
51.0201 Communication Science, Gen'l	95	91	89	84	50
27.0501 Statistics, General	95	91	8	98	50
Total Percentile 0 20+ 40+ 70+ 90+ 95+ 98+ 100 Total Score -50 -20 -18 -1 9 15 24 49					

Source: Gray's PES Markets

## Program Scorecard: Student Demand

**A Bachelor in Kinesiology scores in the 99<sup>th</sup> percentile for Student Demand.**

- This is a large program.
  - Google Search Volume is in the 86<sup>th</sup> percentile.
  - All other size metrics are in the 97<sup>th</sup> – 99<sup>th</sup> percentile.

**Student Demand**  
Score: 28 Percentile: 99

Catego...	Pctl	Criterion	Value	Score
Size	86	Google Search Volume (3 Months)*	60,246	2
	98	International Page Views (12 Months)	1,636	NS
	99	New Student Enrollment Volume (12 Mo.)	22,730	8
	99	On-ground Completions at In-Market Institutions	26,057	4
	97	Online Completions by In-Market Students	1,013	3
	99	Sum of On-ground and Online Completions	27,070	4



## Student Demand: Growth Metrics

**Growth metrics are positive.**

- Google searches and new student enrollment grew 3% year-over-year.
- Completion volume grew 6%.

### Student Demand Score: 28 Percentile: 99

Catego...	Pctl	Criterion	Value	Score
Size	86	Google Search Volume (3 Months)*	60,246	2
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	99	Sum of On-ground and Online Completions	27,070	4
Growth	87	Google Search YoY Change (Units)*	1,934	1
	99	New Student Enrollment Vol. YoY Change (Units)	546	3
	99	Completion Volume YoY Change (Units)	1,403	3
	64	Google Search YoY Change (%)*	3%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	63	Completion Volume YoY Change (%)	6%	0



## Program Scorecard: Employment

**A Bachelor in Kinesiology ranks in the 20<sup>th</sup> percentile for Employment.**

### Direct Prep Jobs:

- 12% of graduates in direct prep jobs.
- Good job posting and BLS volume: 80+ percentile
- -13% job growth year-over-year.
- Very low job postings per graduate.
- Low wages: \$54,744 (34<sup>th</sup> percentile)

### ACS Outcomes:

- 96<sup>th</sup> percentile for BLS current employment.
- Wages better (\$75,365), but low (26<sup>th</sup> percentile)

### Employment\*

Score: -3 Percentile: 20

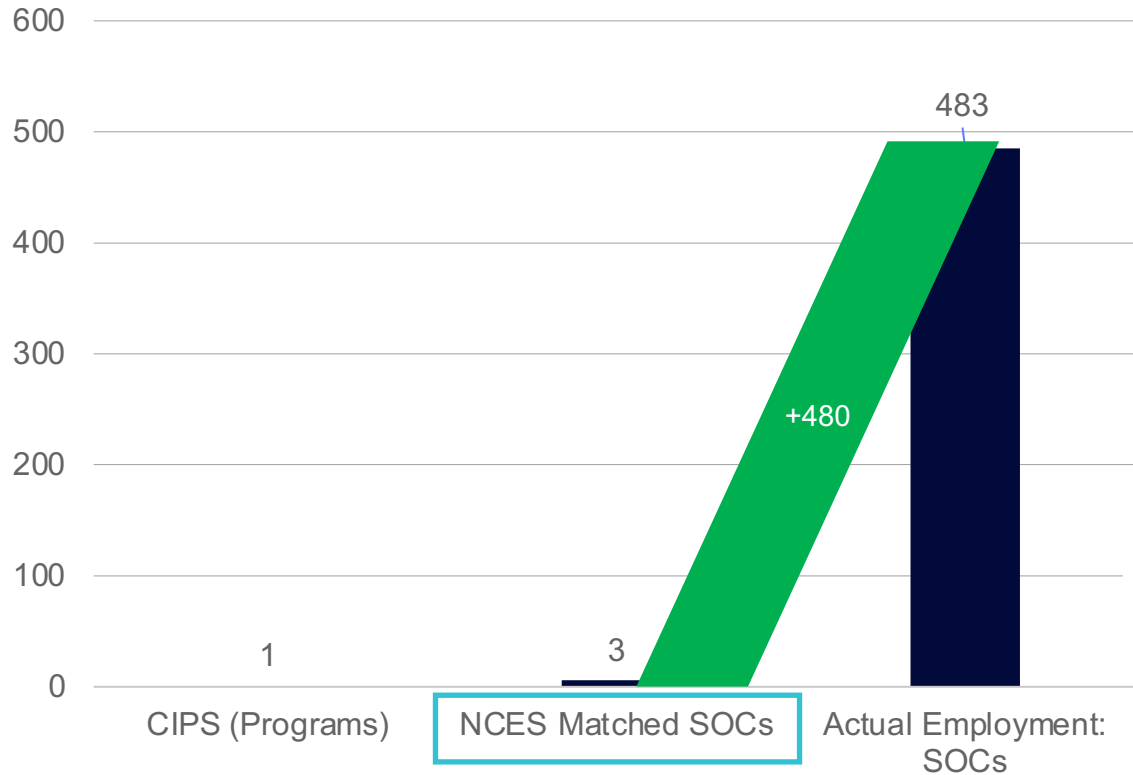
Category	Pctl	Criterion	Value	Score
Size: Direct Prep	80	Job Postings Total (12 Months)*	24,078	1
	82	BLS Current Employment*	77,416	0
	85	BLS Annual Job Openings*	9,369	NS
Size: ACS Bach. Outcomes	82	Job Postings Total (12 Months)*	24,261	NS
	96	BLS Current Employment*	220,695	NS
Growth (Direct Prep)	8	BLS 1-Year Historical Growth*	-12.8%	NS
	30	BLS 3-Year Historic Growth (CAGR)*	-0.9%	-1
	87	BLS 10-Year Future Growth (CAGR)*	1.5%	0
Saturation (Direct Prep)	26	Job Postings per Graduate*	0.7	-1
	41	BLS Job Openings per Graduate*	0.3	NS
Wages (Direct Prep)	41	BLS 10th-Percentile Wages*	\$36,246	NS
	34	BLS Mean Wages*	\$54,744	NS
National American Community Survey Bachelor's Degree Outcomes	35	Wages (Age < 30)	\$39,967	0
	26	Wages (Age 30-60)	\$75,365	0
	44	% with Any Graduate Degree	33%	NS
	38	% with Masters	23%	NS
	61	% with Doct/Prof Degree	10%	NS
	65	% Unemp. (Age < 30)**	3%	-1
	73	% Unemp. (Age 30-60)**	2%	-1
	66	% in Direct Prep Jobs	12%	NS



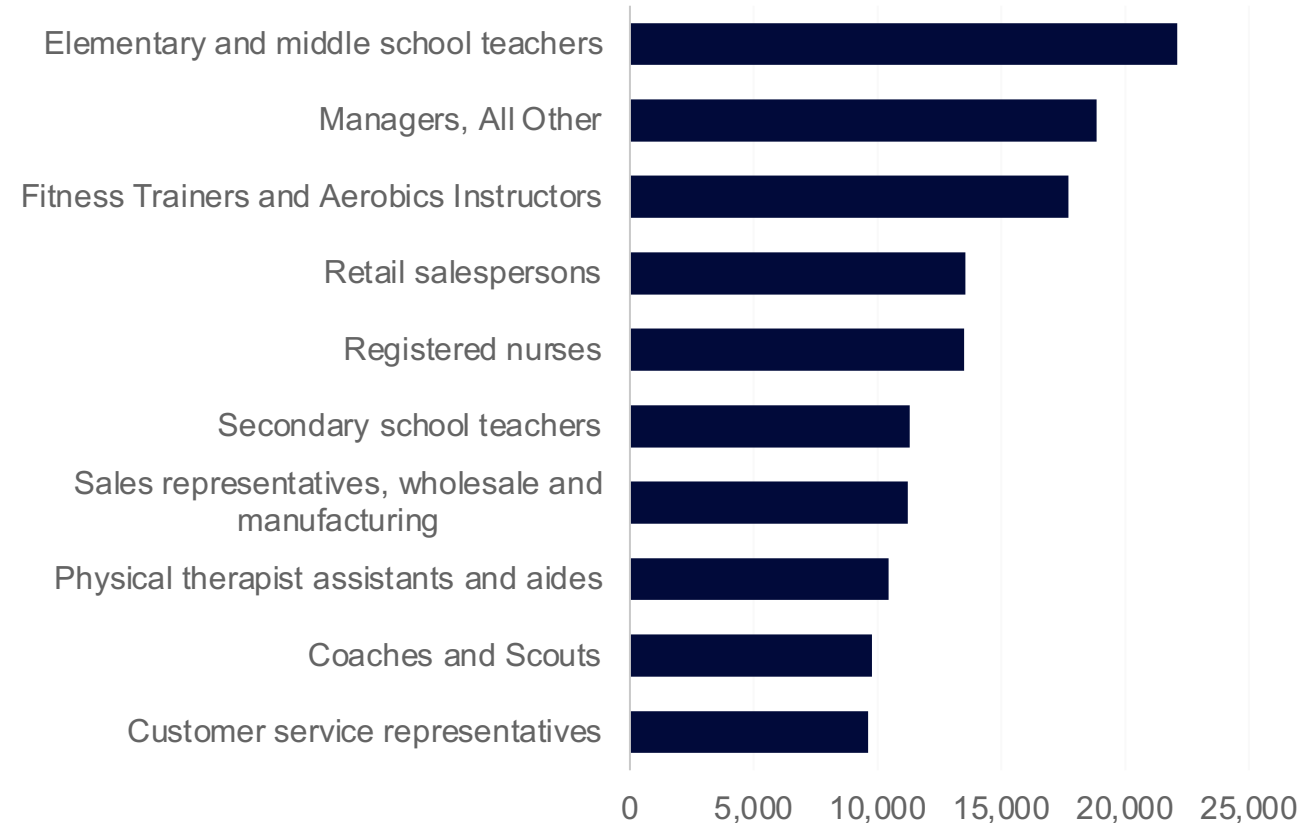
## ACS Outcomes: Kinesiology majors go into 400 SOCS and earn \$58,196 mid-career on average.

### Count of Programs and Occupations

CIP 26.0908, Kinesiology and Exercise Science



### Top Occupations, Kinesiology Majors, Ages 30-60



## Program Scorecard: Competitive Intensity

**Kinesiology is in the 3<sup>rd</sup> percentile for Competitive Intensity.**

- There are 546 kinesiology programs.
- 39 new programs had graduates in 2023.
- Nine online programs graduated students.
- Median program size is high and rising
- Marketing costs are moderately high.
- Almost no online competition

### Competitive Intensity Score: -9 Percentile: 3

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	98	Campuses with Graduates**	546	-8
	100	Campuses with Grads YoY Change (Units)	39	-3
	93	Institutions with Online In-Market Students**	9	NS
In-Market Program Sizes	95	Average Program Completions	48	4
	88	Median Program Completions	23	0
	79	YoY Median Prog. Compl. Change (Units)	1	0
	68	YoY Median Prog. Compl. Change (%)	4%	0
In-Market Saturation	88	Google Search * Cost per Click**	\$14	-2
	64	Google Competition Index**	0.35	0
National Online Competition	96	National Online Institutions (Units)**	27	NS
	65	Nat'l Online % of Institutions	5%	NS
	65	Nat'l Online % of Completions	4%	NS

## Program Scorecard: Degree Fit

**A bachelor's degree is an appropriate award level for Kinesiology.**

- 83% of completions are at the bachelor's level.
- 33% of the national workforce have a bachelor's degree.
- Master's degrees are also common in the workforce.

**National Completions by Level**  
Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)
Certificate	0%	0%	1%
Associates	8%	8%	17%
Bachelors	83%	83%	68%
Postbaccalaureate Certificate	0%	0%	0%
Masters	9%	9%	12%
Post-masters Certificate	0%	0%	0%
Doctoral	1%	1%	1%
Unknown	0%	0%	0%



**Degree Fit:**  
Score: 0 Percentile: 50

**National Workforce Ed. Attainment**  
Score: 0

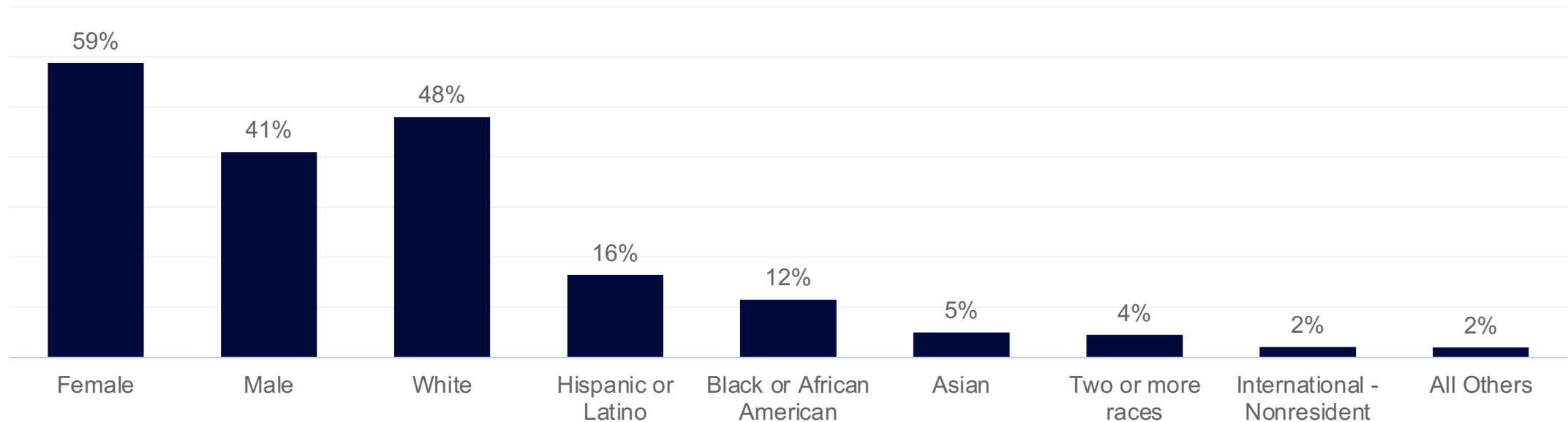
Award Level	BLS Educational Attainment
No College	7%
Some College	11%
Associates	7%
Bachelors	33%
Masters	30%
Doctoral	13%

## US demographics: Kinesiology

**In 2021, women were 59% of completions – about the same as overall enrollment.**

- 48% of 2021 completions were by white students.
- 16% were by Hispanic or Latino students.

**US 2021 Completions by Demographic Group**



Source: Gray's PES Markets



CIP: 31.0505 Kinesiology and Exercise ScienceMarket: National

Total Score: 16Percentile: 95

Student Demand

Score: 28 Percentile: 99

Catego...	Pctl	Criterion	Value	Score
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Score: -9 Percentile: 3

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	61	% with Doct/Prof Degree	10%	NS
	65	% Unemp. (Age <30)**	3%	-1
	73	% Unemp. (Age 30-60)**	2%	-1
	66	% in Direct Prep Jobs	12%	NS

**CIP Description:**  
A scientific program that focuses on the anatomy, physiology, biochemistry, and biophysics of human movement, and applications to exercise and therapeutic rehabilitation. Includes instruction in biomechanics, motor behavior, motor development and coordination, motor neurophysiology, performance research, rehabilitative therapies, the development of diagnostic and rehabilitative methods and equipment, and related analytical methods and procedures in applied exercise and therapeutic rehabilitation.

Degree Fit:

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Nat'l 2 Year	17	Cost Index**	70%	NS
	47	Student: Faculty Index	91%	NS

National Completions by Level

Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)
Certificate	0%	0%	1%
Associates	8%	8%	17%
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National Workforce Ed. Attainment

Score: 0

Award Level	BLS Educational Attainment
No College	7%
Some College	11%
Associates	7%
Bachelors	33%
Masters	30%
Doctoral	13%

\* - 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

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-50	-20	-18	-1	9	15	24	49

** Color Scale in Reverse								
Percentile (Reverse)	<02	02+	05+	10+	30+	60+		



# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

## Employment: Current Indicators

## Program of the Month

## Elizabethtown College Case Study

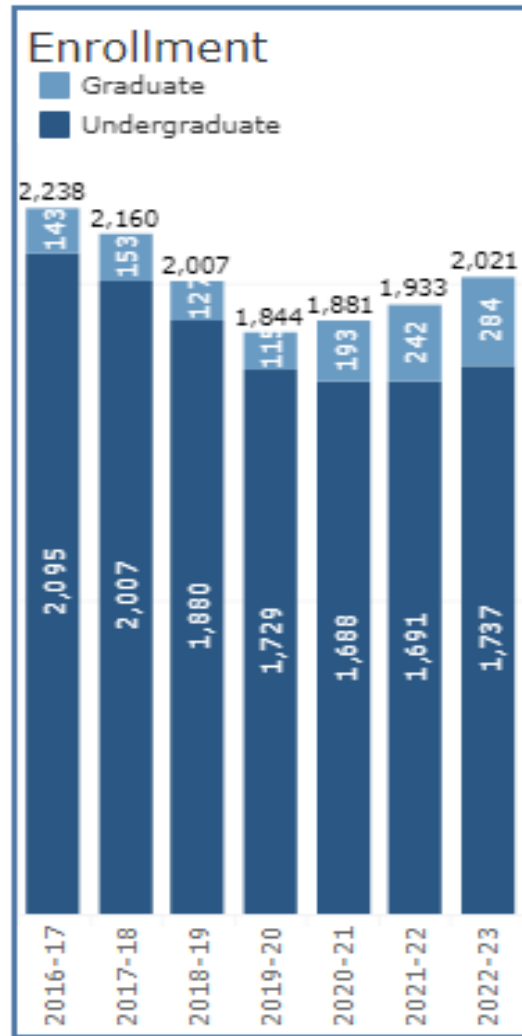
## Summary





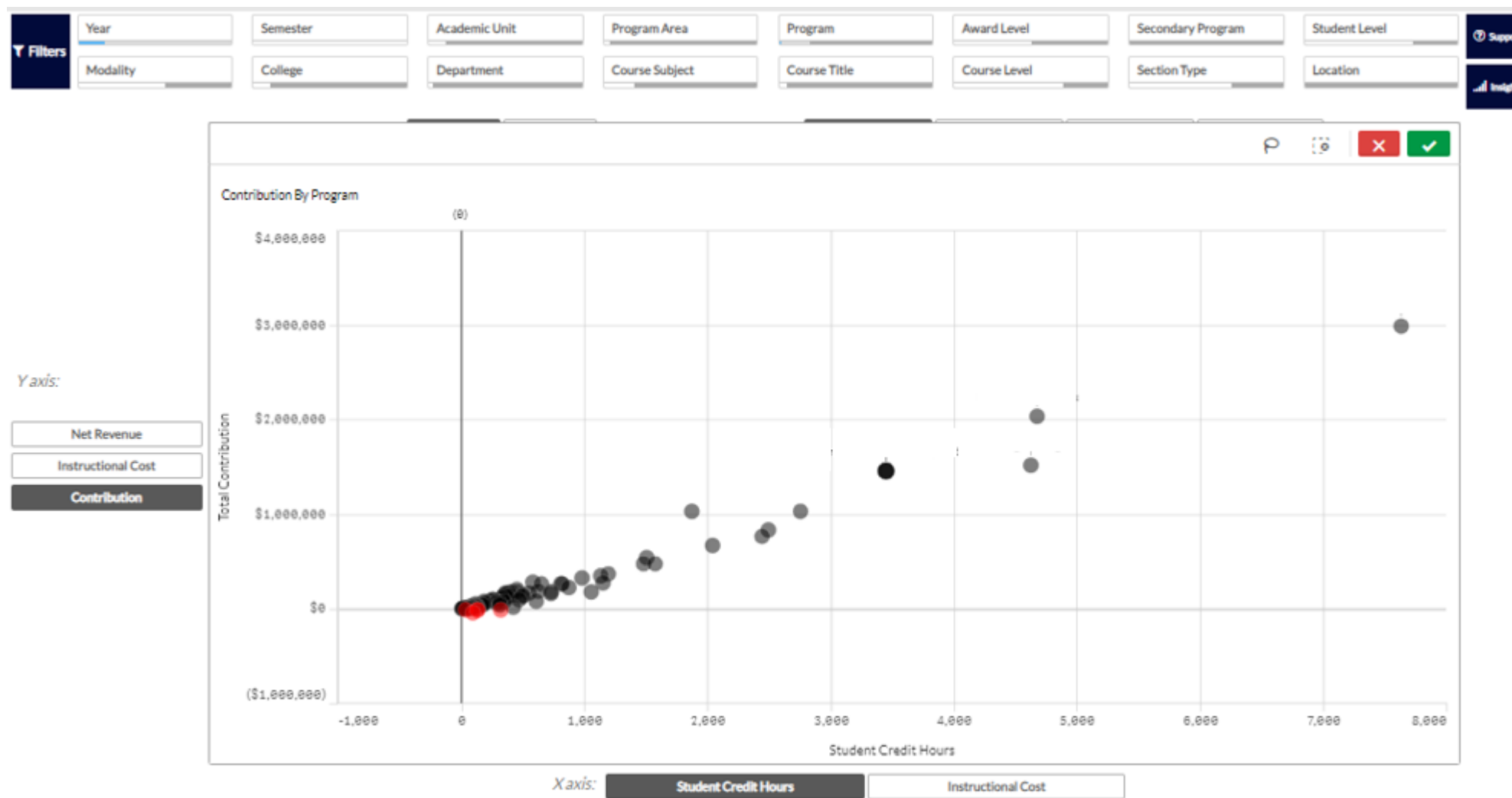
- Founded 1899
- South Eastern PA
- 203 Acres
- Enrollment Fall 2022
  - 2,021 (1,756 FT, 265 PT)
  - Undergraduate 1,737
  - Graduate 284





- Program Portfolio Workshop
- Program Economics Workshop
- Annual Program Renewal Workshop (traditional programs)
- Ongoing Review of Online Programs/Opportunities

Day 1	9:00 – 12:00	Workshop Objectives and Approach to Program Selection Program Scores: Scoring and Refinement
	1:00 – 5:00	Identification of Potential New Programs to Start
Day 2	9:00 – 10:00	Recap & Current Program View
	10:00 – 4:00	Discussion of Current Program Portfolio: Grow/Fix/Sustain/Sunset
	4:00 – 5:00	Wrap-Up and Next Steps





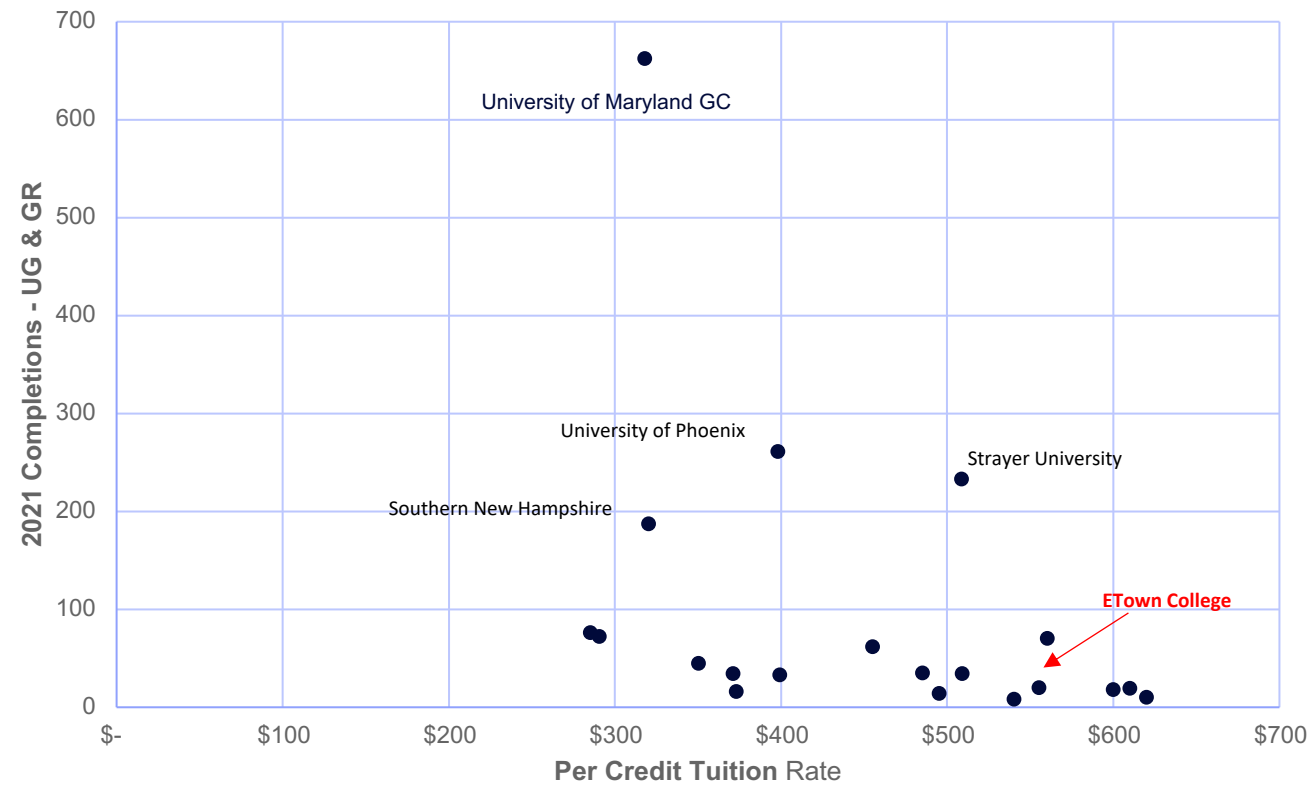
Program	contribution	net tuition	instruction	contribution	enrollment	Current enr	Incoming F	Gray student	cost SCH	% o/u avg	cost drivers	Health score
Arts	36	96.6	97.7	95.35398	157.1429	13	5	98	257	113.2159	ART 251, 360, 370, 372,	12
Graphic Design	74	184.9	159.6	210	171.4286	34	8	97	217	95.59471		18
English	62	56.2	45.3	67.69231	46.875	24	9	98	234	103.0837	EN 302 (\$20,000), 306 (	10
English Education (	47	77.0	48.3	118.8679	100	15	4	87	172	75.77093		13
History	58	91.2	61.8	193.4932	80	16	2	98	311	137.0044	reduced # of FT faculty	10
Japanese	61	118.1	148.9	88.73239	100	22	7	68	358	157.7093	upswing in instruction	10
Spanish	31	209.3	47.8	3350000	66.66667	2	1	94	253	111.4537	19-20 was negative; re	9
Spanish Education	21	93.5	91.0	103.4247	66.66667	4	0	68	321	141.4097	ED 306 - lost \$15,000	7
Music Education (K-	30	116.4	104.4	61.40351	140	13	2	82	524	230.837	instructional cost	9
Music Therapy	-1	97.0	101.6	0.001299	82.85714	28	9	84	571	251.5419	instructional cost	9
Accounting	88	116.0	92.4	144.3787	89.47368	32	17	99	229	100.8811	AC 302, 304, 405, 406	14
Business Administr	96	89.3	86.0	90.74074	100	92	43	98	179	78.85463		16
Business Analytics	23	135.6	49.8	104.3716	500	3	0	97	156	68.72247		13
Economics	19	41.4	32.9	59.45946	50	2	2	98	280	123.348	EC 311, EC410	6
Finance	81	132.2	112.4	148.3254	100	48	10	99	193	85.02203		18
Financial Economic	43	103.4	64.6	133.5784	60	3	1		204	89.86784		10
International Busin	82	101.7	88.3	129.2683	104.4444	47	12	95	271	119.3833	BA 197, BA 497	15
Marketing	86	321.9	286.6	342.8571	100	46	4	100	180	79.29515		17
Actuarial Science	52	67.5	68.4	66.13445	87.5	18	12	94	292	128.6344		11
Mathematical Busin	51	83.1	75.4	90.99415	50	4	2	99	244	107.489		8
Mathematics	18	98.2	90.6	164.3664	70	8	4	98	328	144.4934	MA 200, 260, 262, 301 (	11
Mathematics Educa	40	153.5	86.0	5100000	240	9	2	6	224	98.67841		15
Computer Science	79	102.5	78.0	140.9302	117.6471	42	13	99	271	119.3833		15
Data Science	55	151.8	151.8	288.4868	133.3333	10	2	93	299	131.7181	DS 200, DS 300 (both lo	13
Information System	27	25.6	45.0	13.61257	35.71429	8	2	99	250	110.1322		8
Computational Phy	1			0	100	1	0	97	241	106.1674	PHY 361	7
Engineering	97	125.1	102.8	102.7778	124.6575	175	68	95	227	100	EGR 171, 195, 230, 323,	19
Biology Education (	32	65.9	73.4	60.25848	66.66667	5	1	0	249	109.6916		7
Chemistry Educatio	4	21.5	23.0	17.62115	50	0	0	3	285	125.5507		6
Early Childhood Ed	92	139.5	79.8	115.5422	120.2899	78	20	99	156	68.72247	SED 230, 333, 342	18
Elementary/Middle	84	2392.2	2676.7	2297.468	90.47619	20	3	87	152	66.96035		14





# ETown - Review of Online Programs/Opportunities

Business - UG Program Costs/Completions



# Agenda

## Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

## Employment: Current Indicators

## Program of the Month

## Elizabethtown College Case Study

## Summary



## Summary

- In April, US Google searches for academic programs increased 3% year-over-year.
  - Artificial Intelligence had the fastest-growth in searches – a whopping 89%.
- However, Spring enrollment declined 15%
- In April, total job posting volume fell 36% year-over-year and 18% month over month.
  - Demand for managers is high, e.g., 50,851 job postings for General and Operations Managers.
- Demand for a Bachelor's in Kinesiology is high.
  - New student enrollment is in the 99th percentile and grew 3% year-over-year.
  - Google searches are high and increased 3% year-over-year.
  - Generalist job posting volume reached the 96th percentile.
  - However, wages are below average for a person with a Bachelor's degree.

## Bob's Podcast: Coming Soon!

### Grow Grow Grow: Growth Strategies in Higher Education

Success Stories on Growing Enrollment and Increasing Revenue

Listen on Apple



Listen on Spotify



## Upcoming Webinars

Topic	Date
Demand Trends Webcast: Community Colleges	<i>Wednesday</i> June 28 <sup>th</sup> at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	<i>Thursday</i> June 29 <sup>th</sup> at 2 PM ET

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