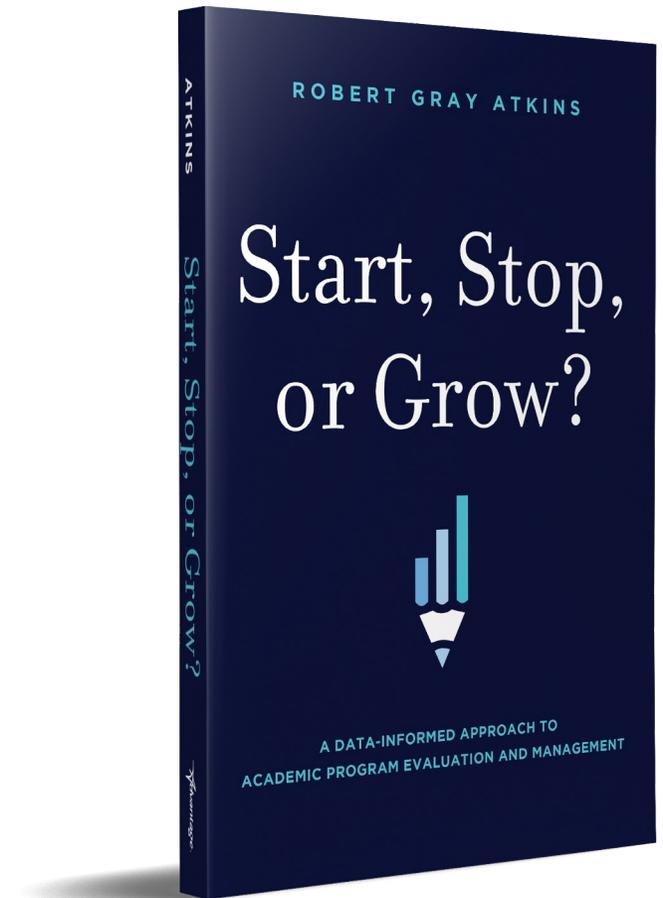




**GRAY**  
ASSOCIATES

## 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

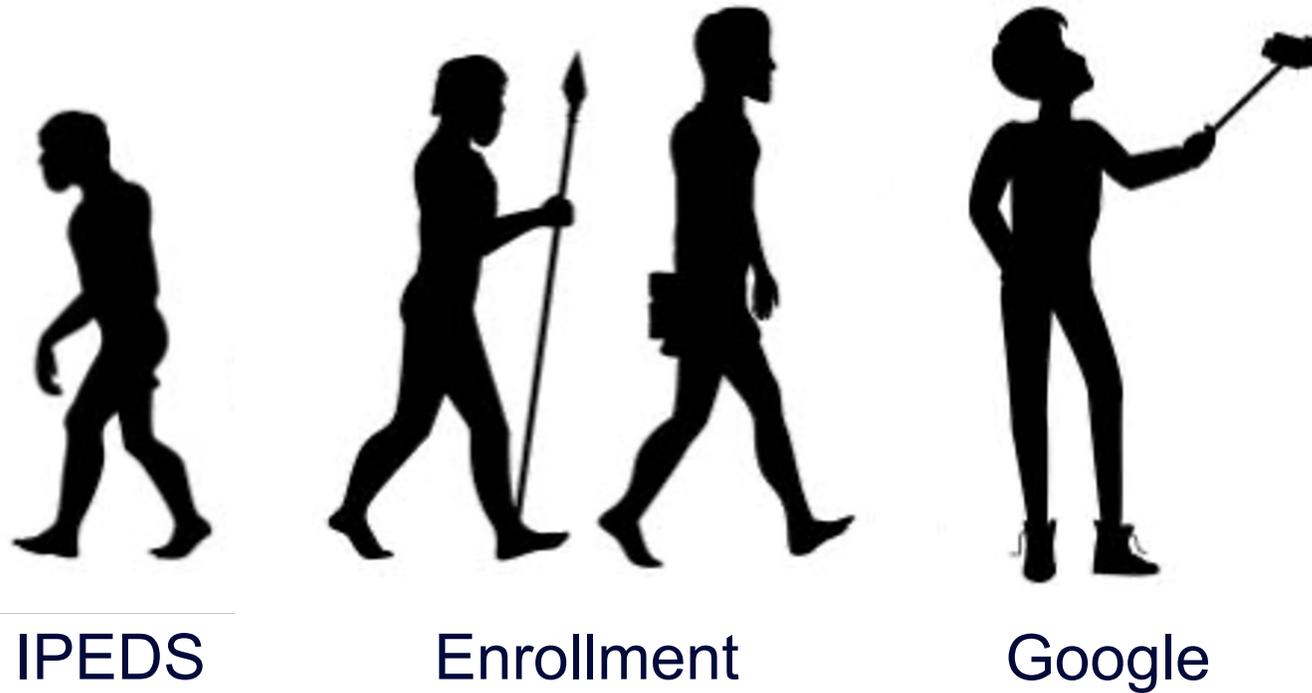
## Program of the Month

## Elizabethtown College Case Study

## Summary

# IPEDES, Enrollment, and Google Search: Past, Present, and Future

Insights on Student Demand



# Agenda

## Student Demand

- **Leading Indicators: Google**
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- **Non-Degree Courses**

**Employment: Current Indicators**

**Program of the Month**

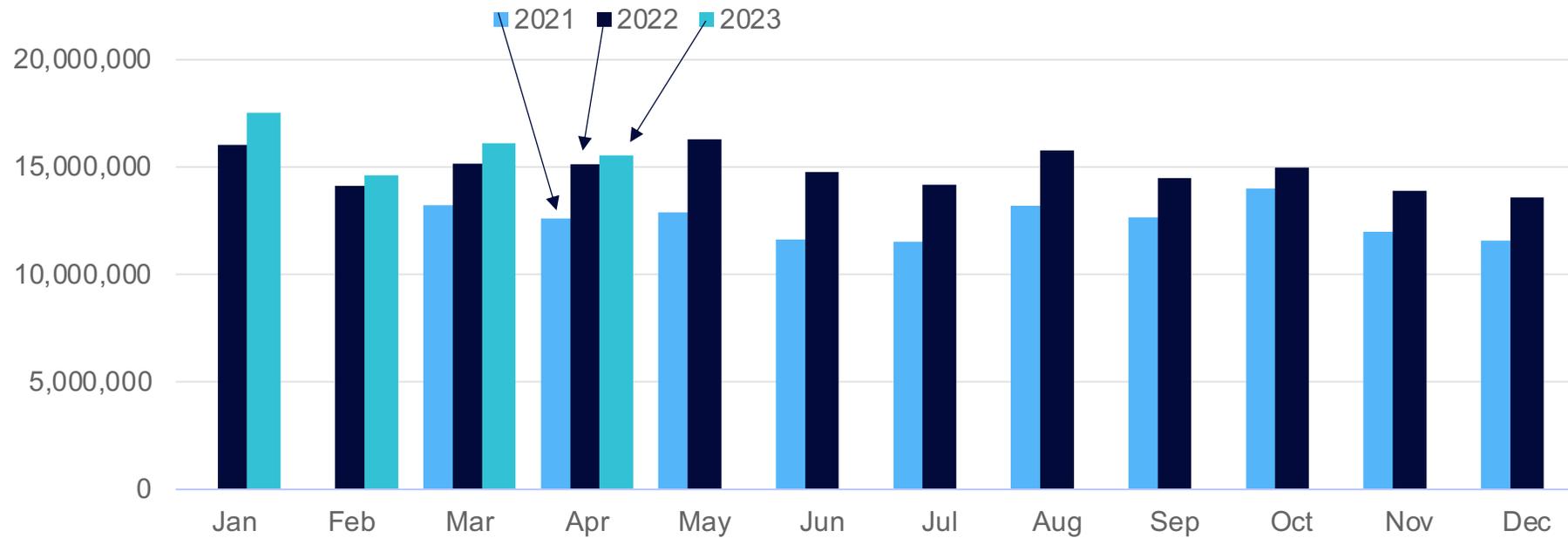
**Elizabethtown College Case Study**

**Summary**

## Google Search Trends: Programs

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

**US Google Search Volume**

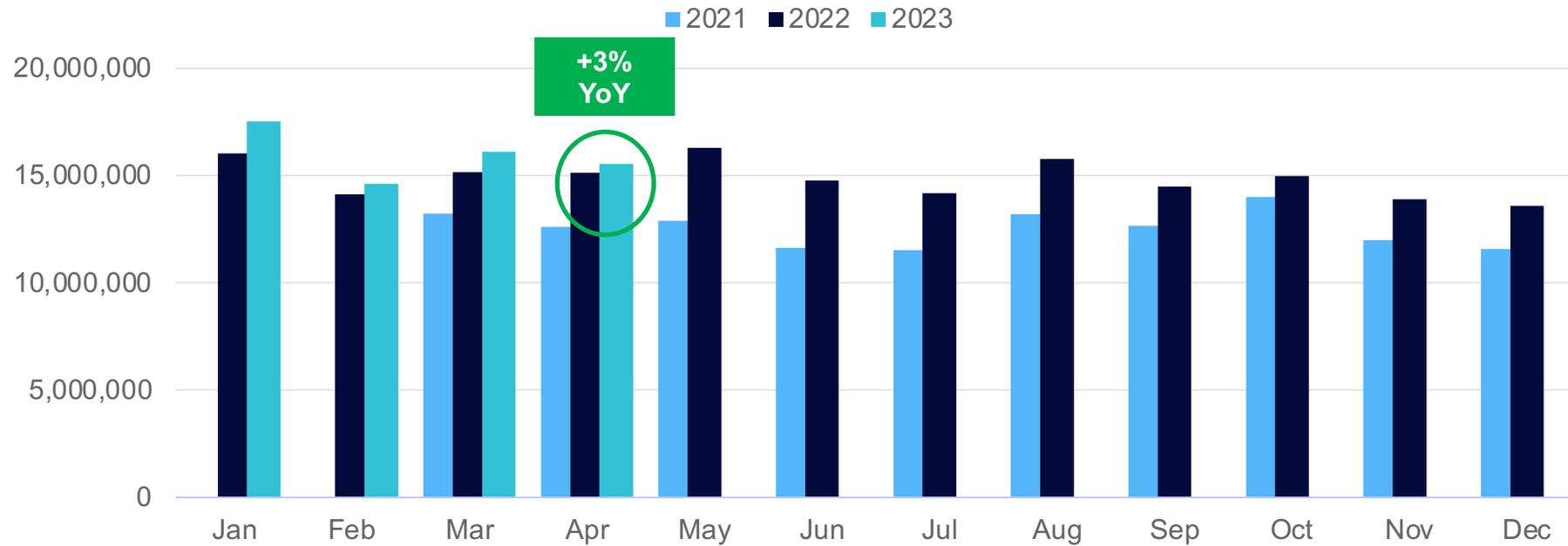


Source: PES Keyword Search Dashboard

## Google Search Trends: Programs

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

US Google Search Volume



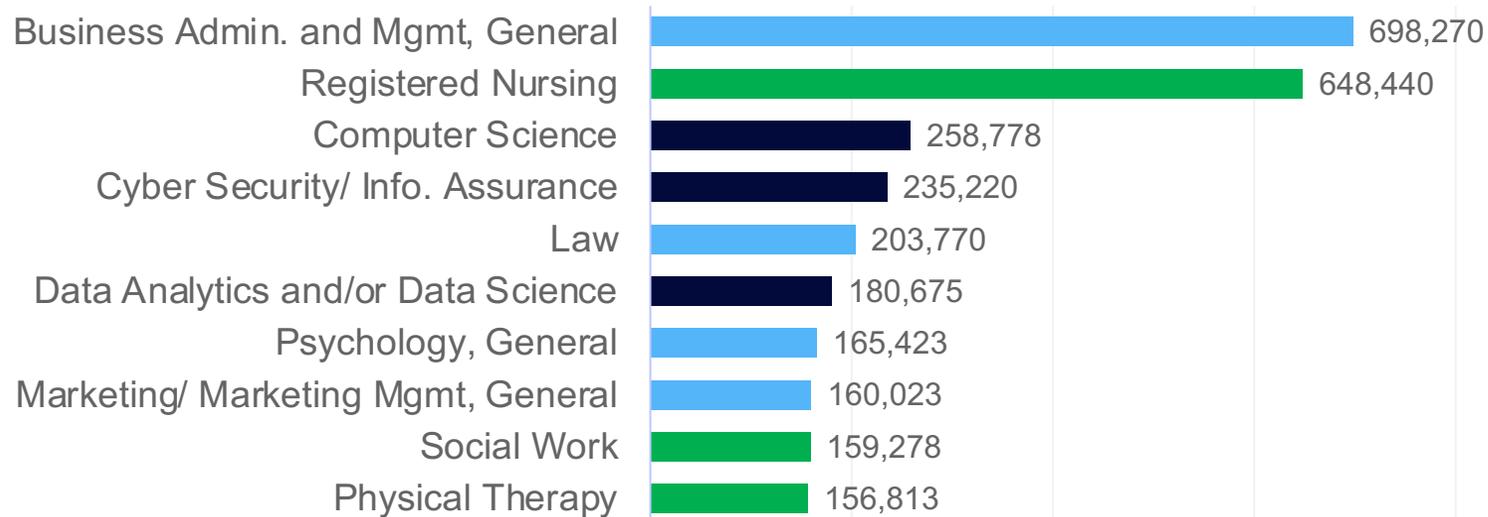
Source: PES Keyword Search Dashboard

# 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



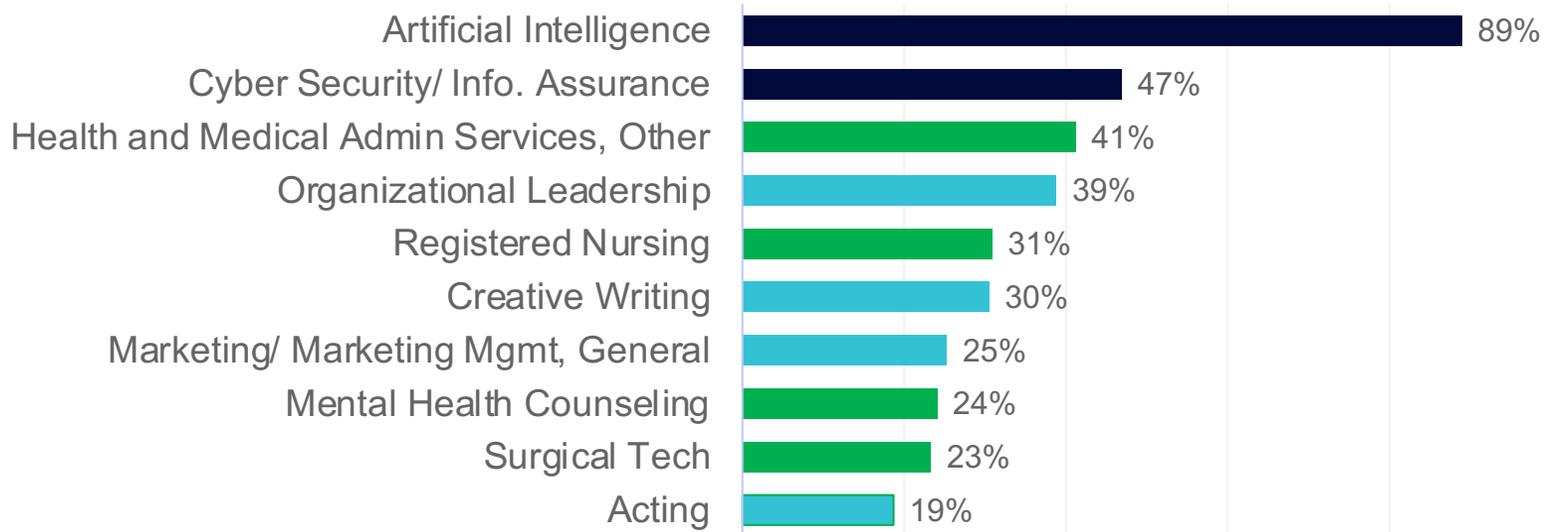
\*Excludes associate and certificate non-transfer programs.  
Source: PES Keyword Search Dashboard

# Google: US Fastest-Growing Programs

In April, searches for Artificial Intelligence rose 89%.



**Fastest Growth in Google Searches  
YoY\***  
April 2023



\*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**

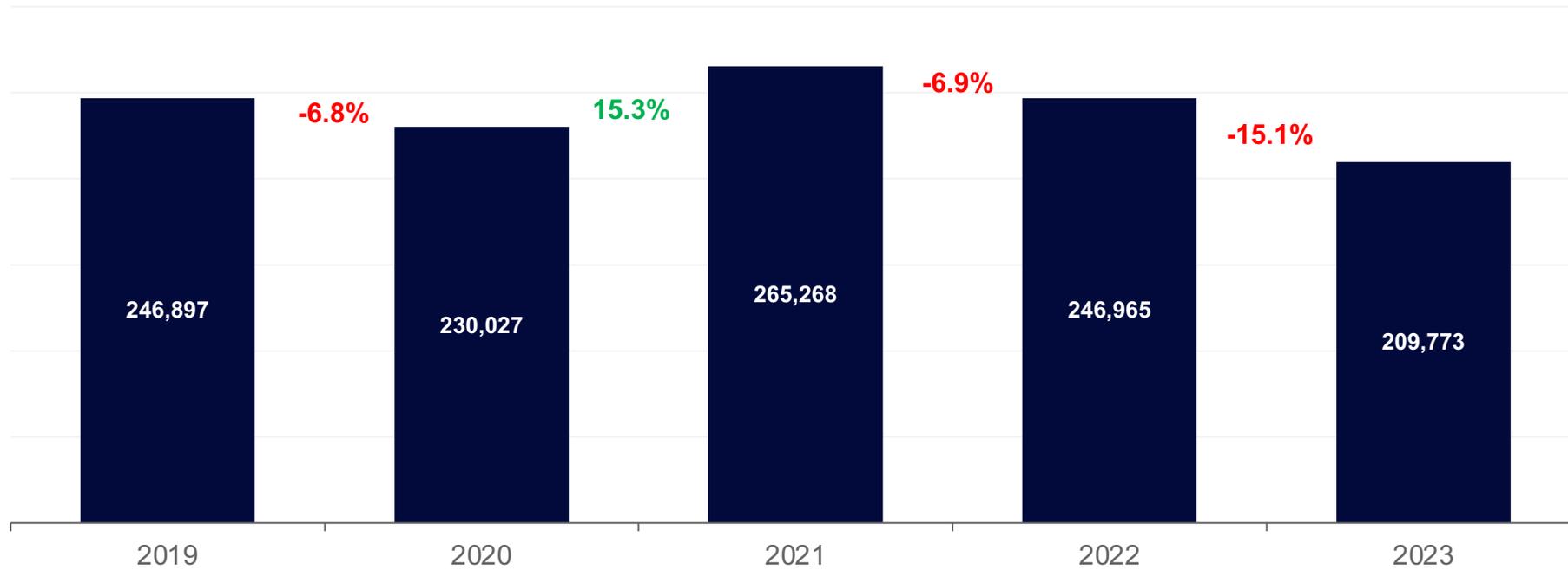
**Program of the Month**

**Elizabethtown College Case Study**

**Summary**

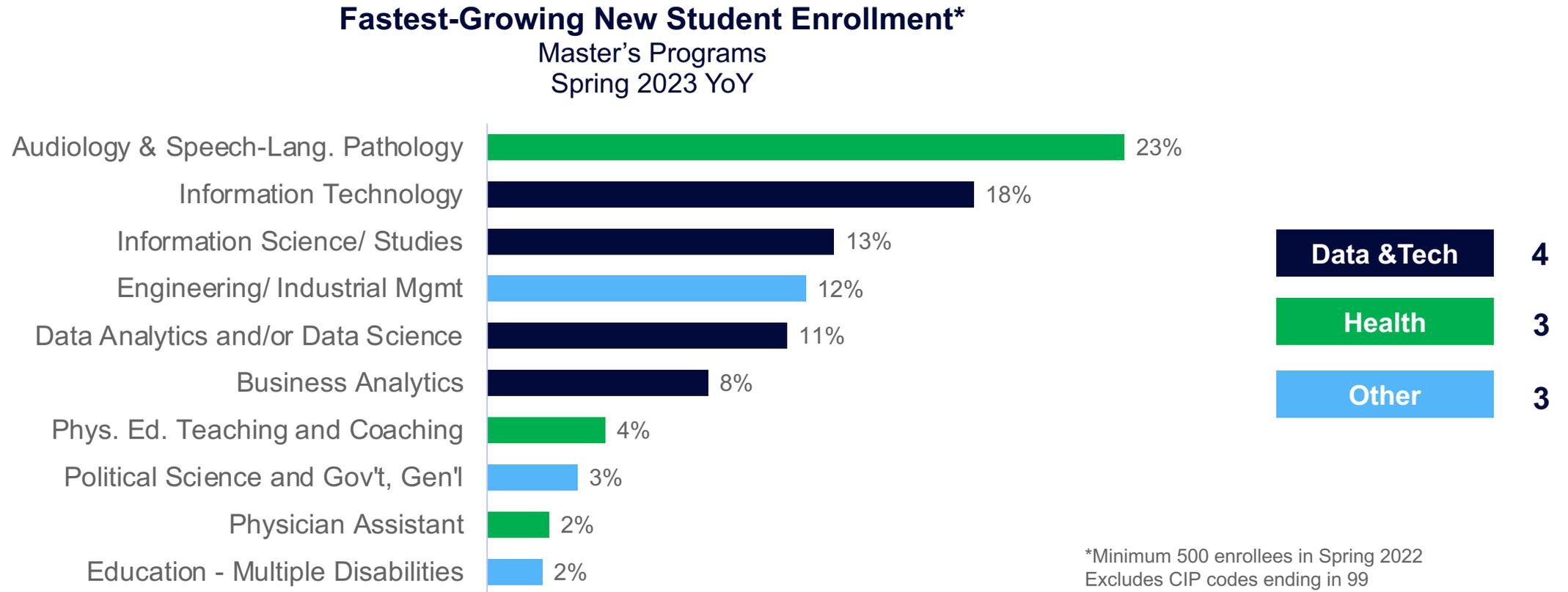
**In Spring 2023, master's new student enrollment fell 15% year-over-year.**

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



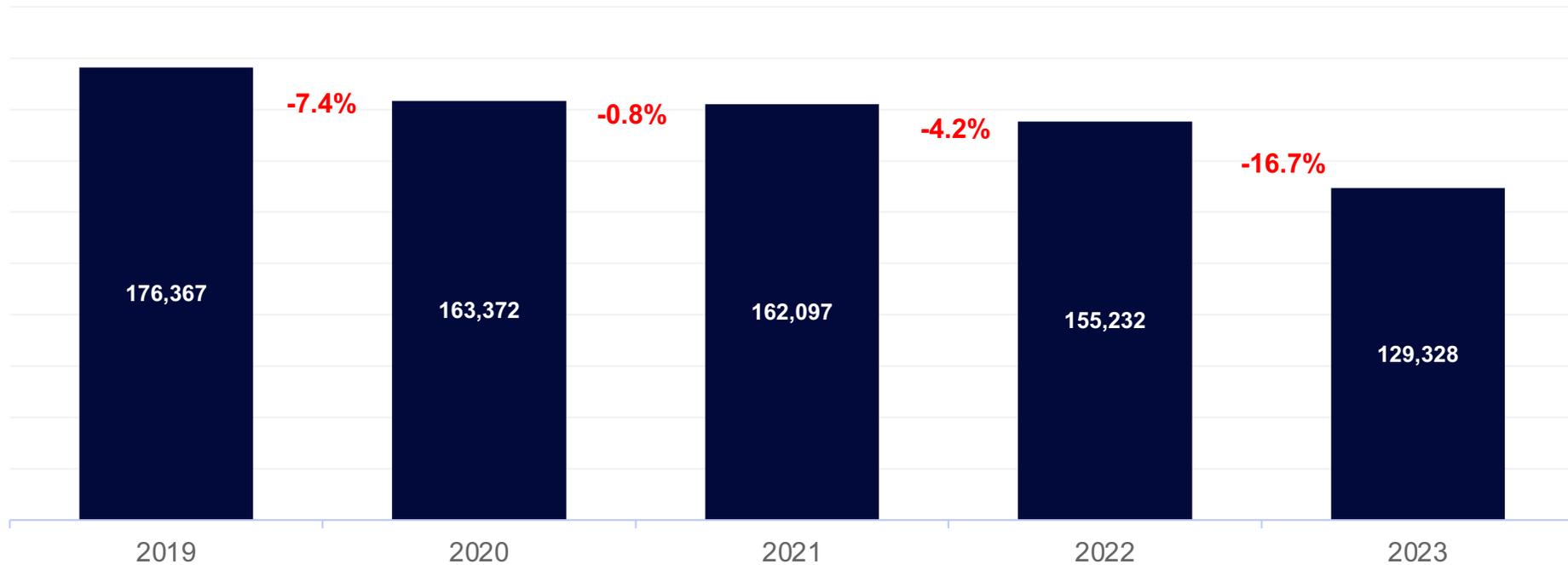
Source: Gray Analysis of National Student Clearinghouse

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



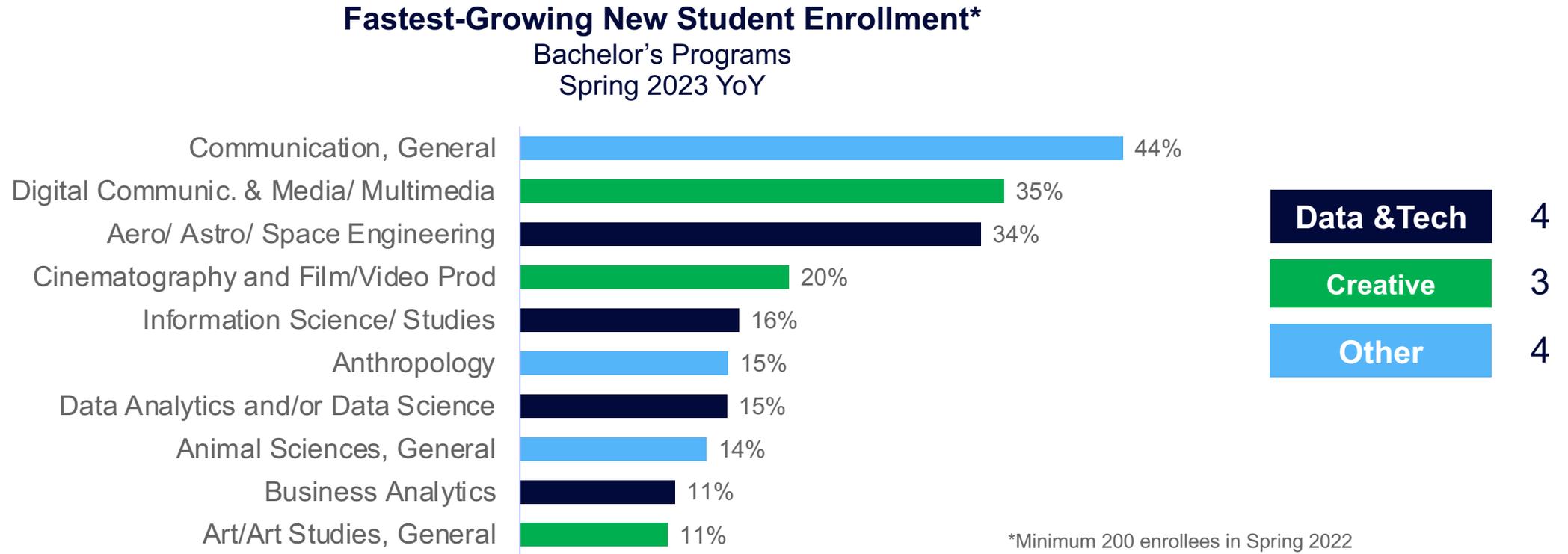
## In Spring 2023, bachelor's new student enrollment declined 17% YoY.

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.**



Source: Gray Analysis of National Student Clearinghouse

# Agenda

## Student Demand

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

Employment: Current Indicators

Program of the Month

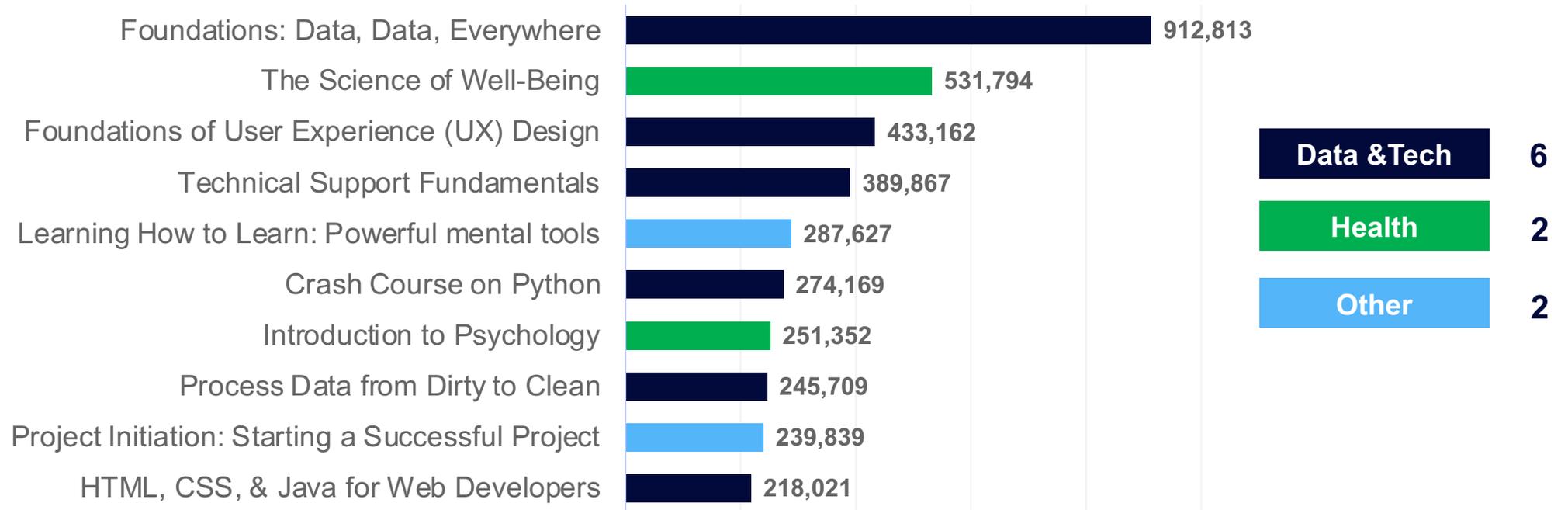
Elizabethtown College Case Study

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



Source: PES Non-Degree Demand: Coursera

# Agenda

## Student Demand

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

## Employment: Current Indicators

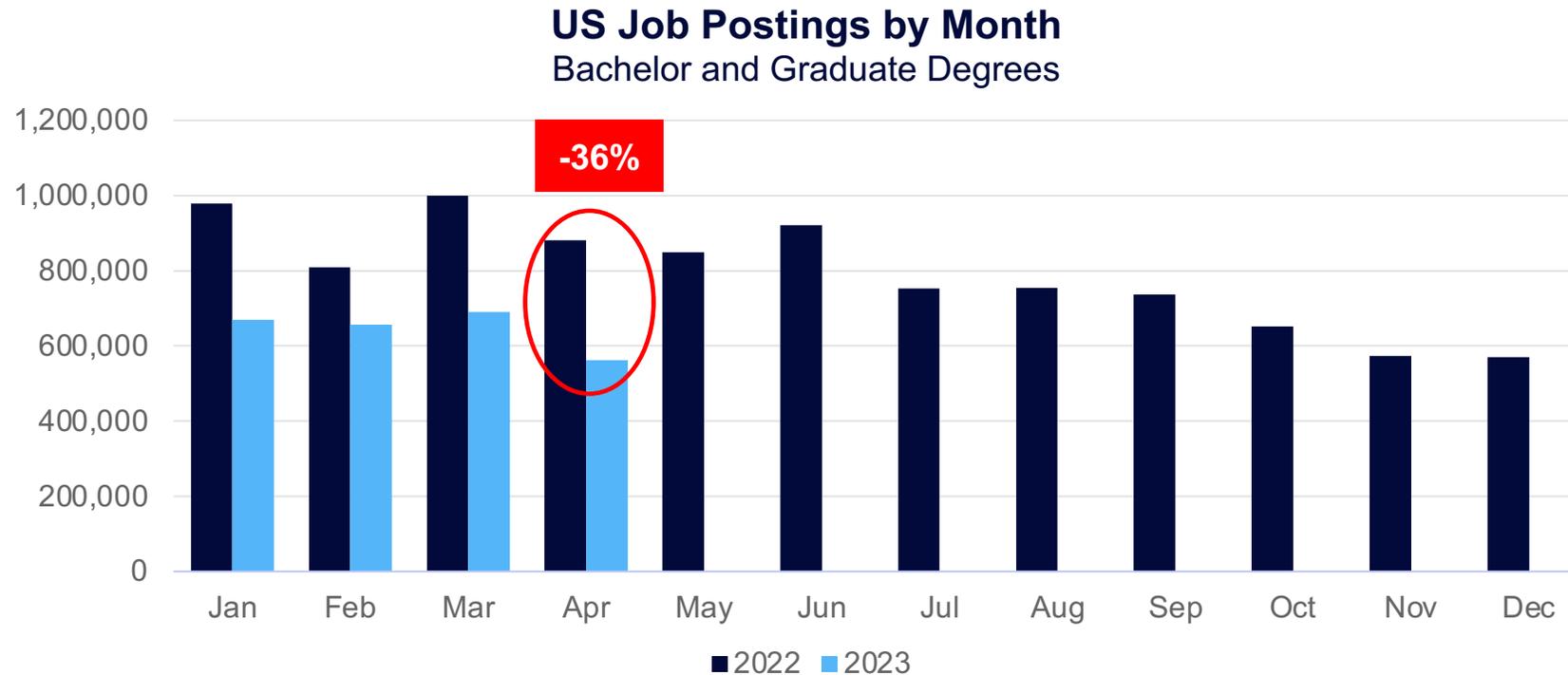
## Program of the Month

## Elizabethtown College Case Study

## Summary

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

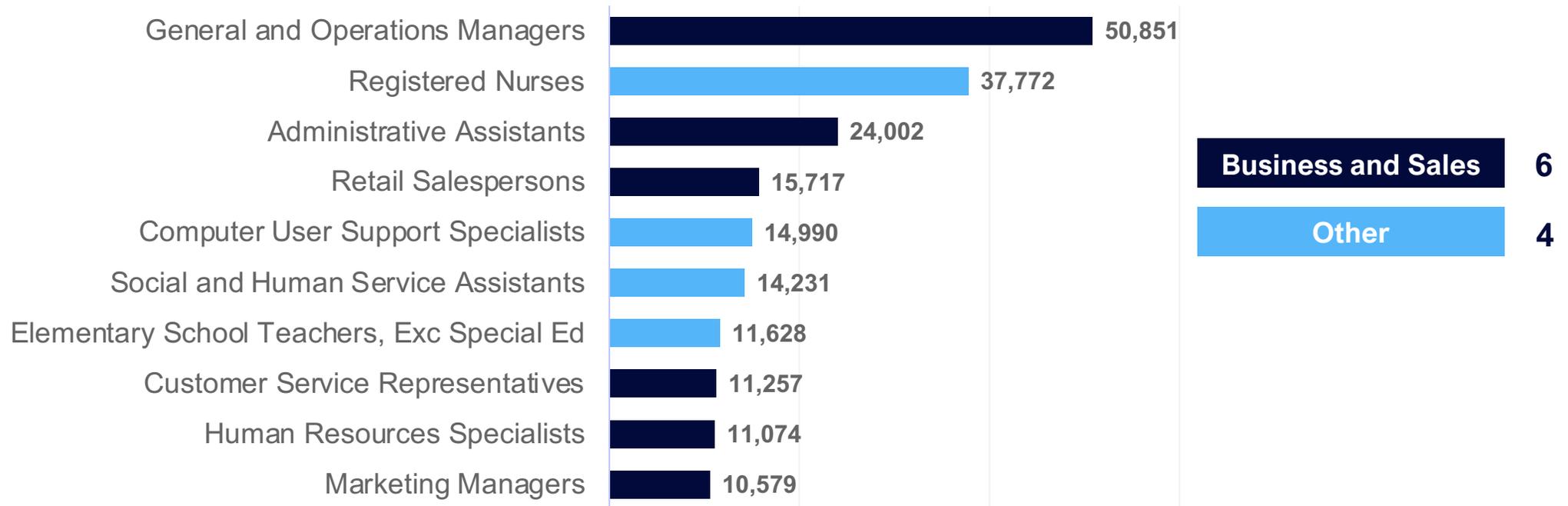
Month over month, postings declined 18%.



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

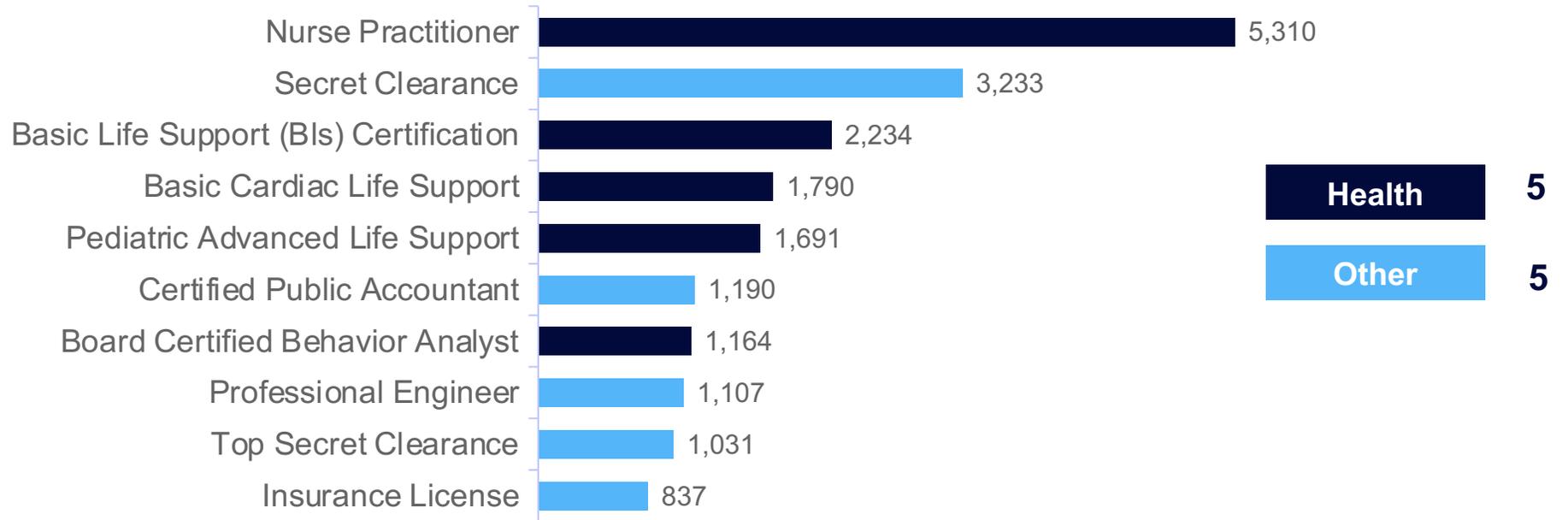


Source: PES Job Postings Dashboard

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

## 10 Highest In-Demand Certifications

Bachelor's and Above, April 2023



Source: PES Job Postings Dashboard

# Agenda

## Student Demand

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

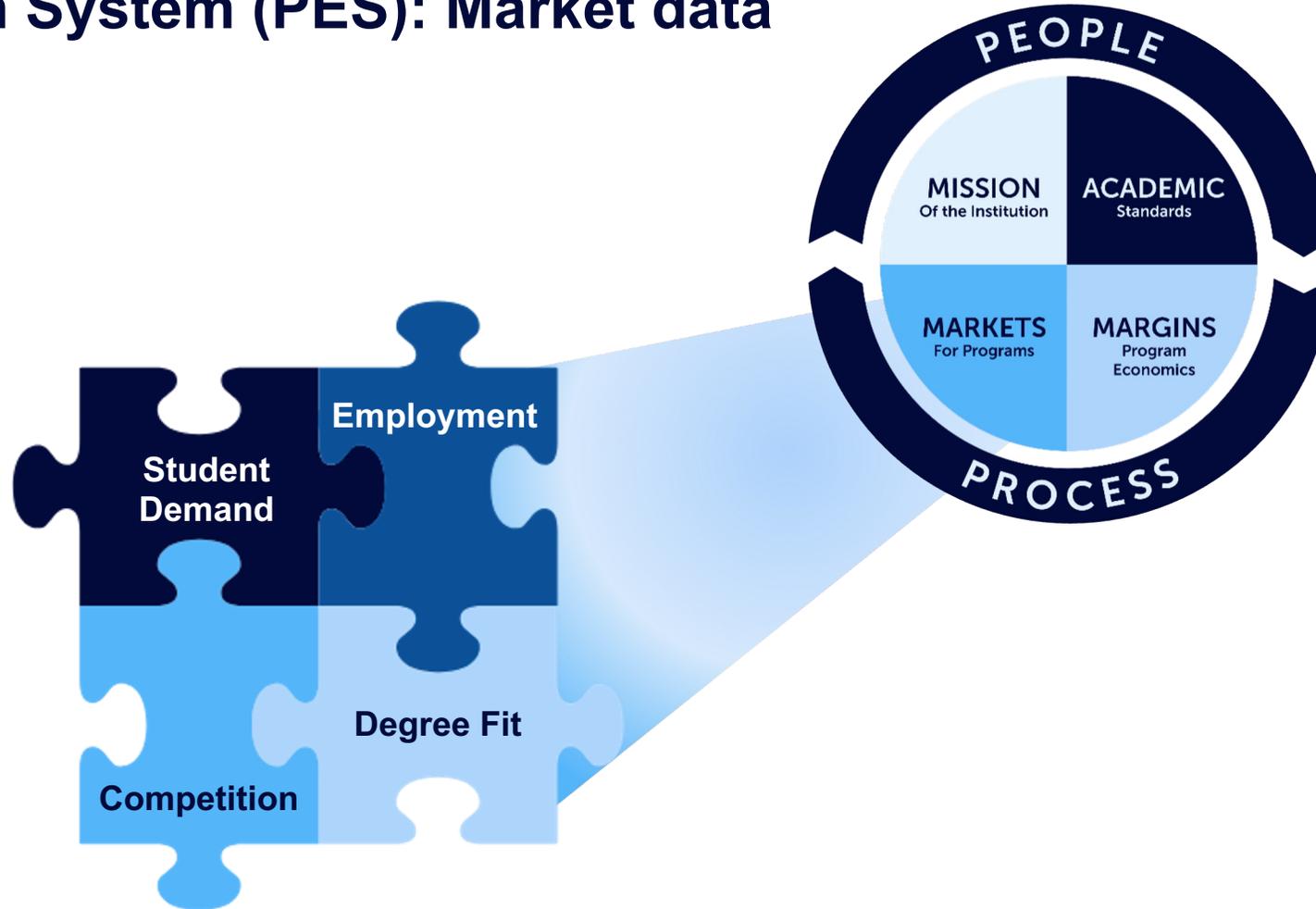
## Employment: Current Indicators

## Program of the Month

## Elizabethtown College Case Study

## Summary

## 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                    |
| <b>31.0505 Kinesiology and Exercise Science</b>     | <b>95</b>        | <b>99</b>                 | <b>3</b>                         | <b>20</b>             | <b>50</b>             |
| 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     |
|                          | 98   | International Page Views (12 Months)            | 1,636  | NS    |
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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\*

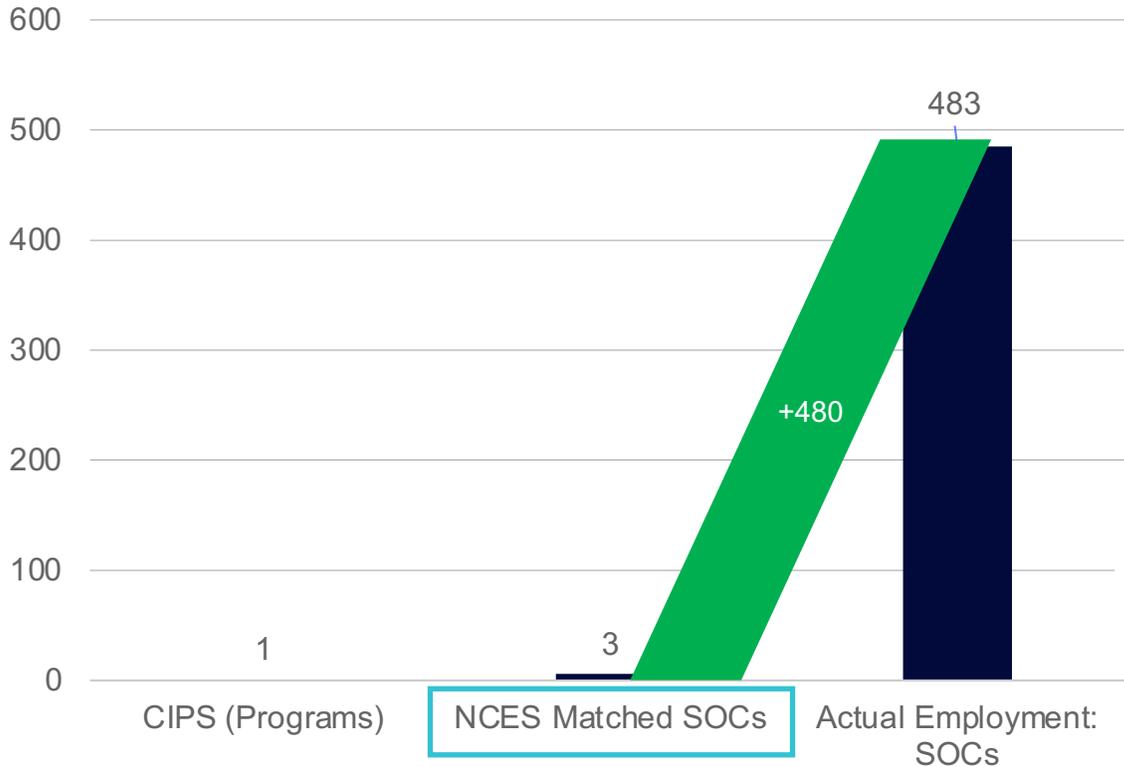
Score: -3 Percentile: 20

| 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    |

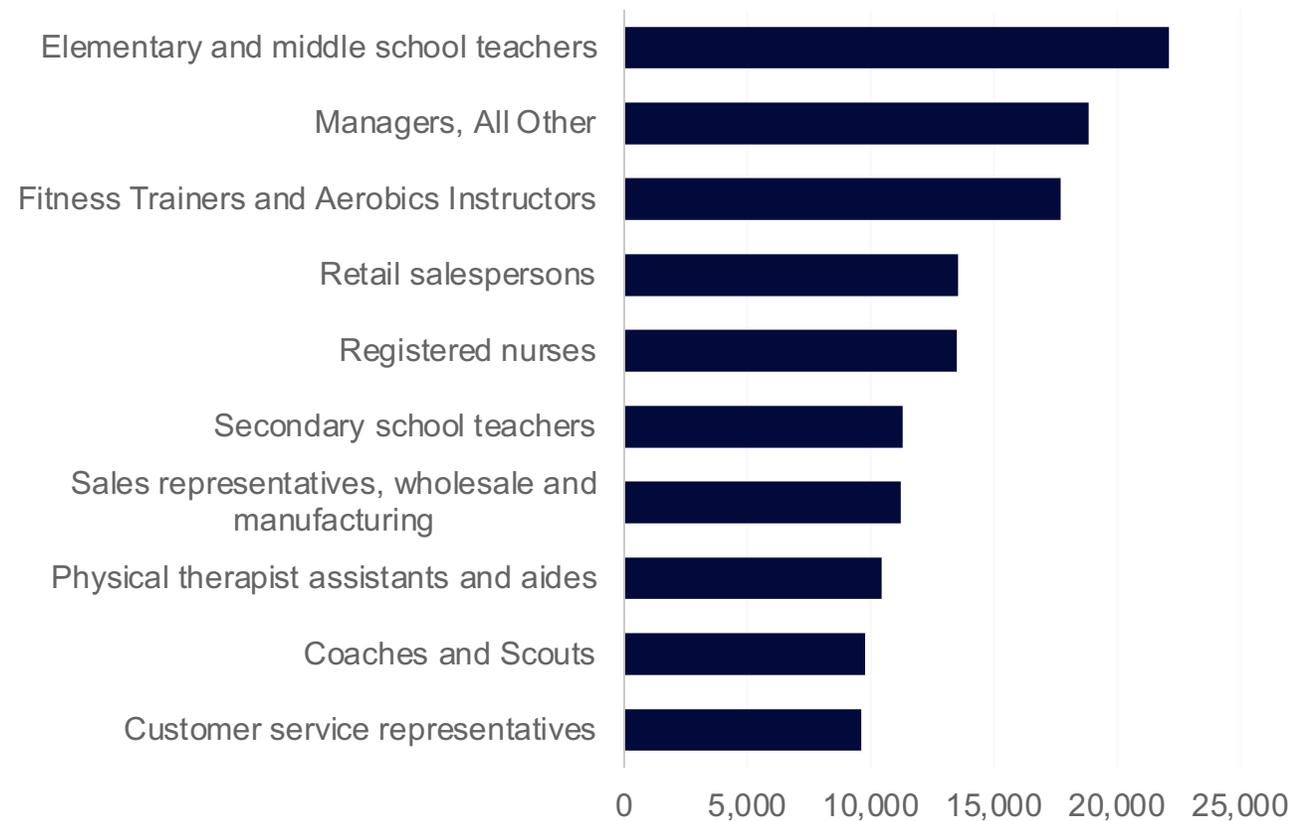
# ACS Outcomes: Kinesiology majors go into 400 SOCS and earn \$58,196 mid-career on average.

## 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

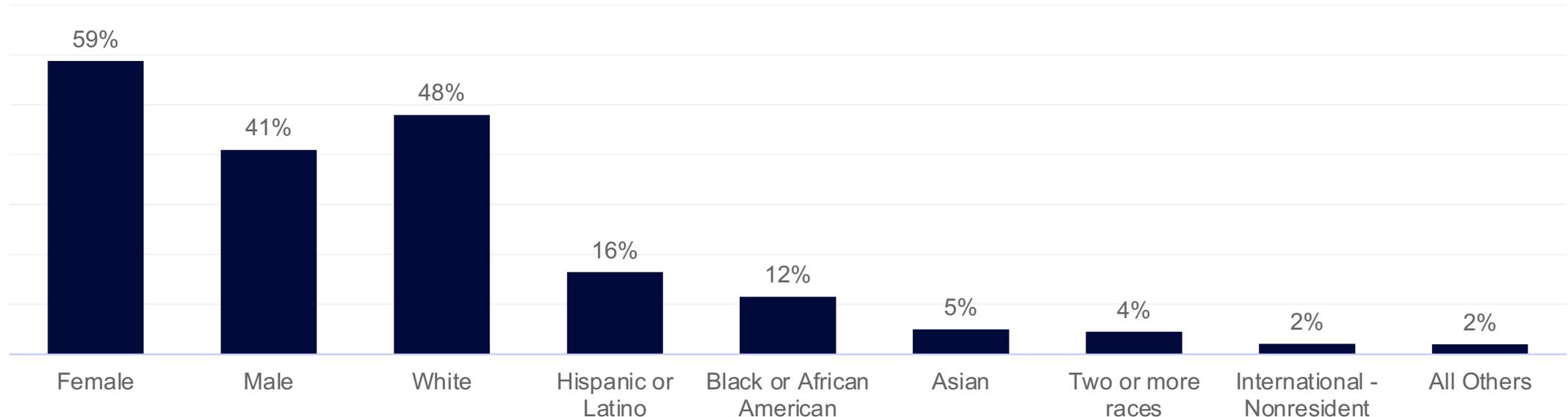
| Award Level  | BLS Educational Attainment |
|--------------|----------------------------|
| No College   | 7%                         |
| Some College | 11%                        |
| Associates   | 7%                         |
| Bachelors    | 33%                        |
| Masters      | 30%                        |
| 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**



CIP: 31.0505 Kinesiology and Exercise Science

Market: National

**Total Score: 16** **Percentile: 95**

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

| Category | 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     |
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**Competitive Intensity**  
Score: -9 Percentile: 3

| Category                        | Pctl | Criterion                                     | Value | Score |
|---------------------------------|------|---|-------|-------|
| Volume of In-Market Competition | 98   | Campuses with Graduates**                     | 546   | -8    |
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**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     |
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| 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    |
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| Wages (Direct Prep)   | 41   | BLS 10th-Percentile Wages*         | \$36,246 | NS    |
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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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| Masters                       | 9%                     | 9%                   | 12%                 |
| Post-masters Certificate      | 0%                     | 0%                   | 0%                  |
| Doctoral                      | 1%                     | 1%                   | 1%                  |
| Unknown                       | 0%                     | 0%                   | 0%                  |

**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

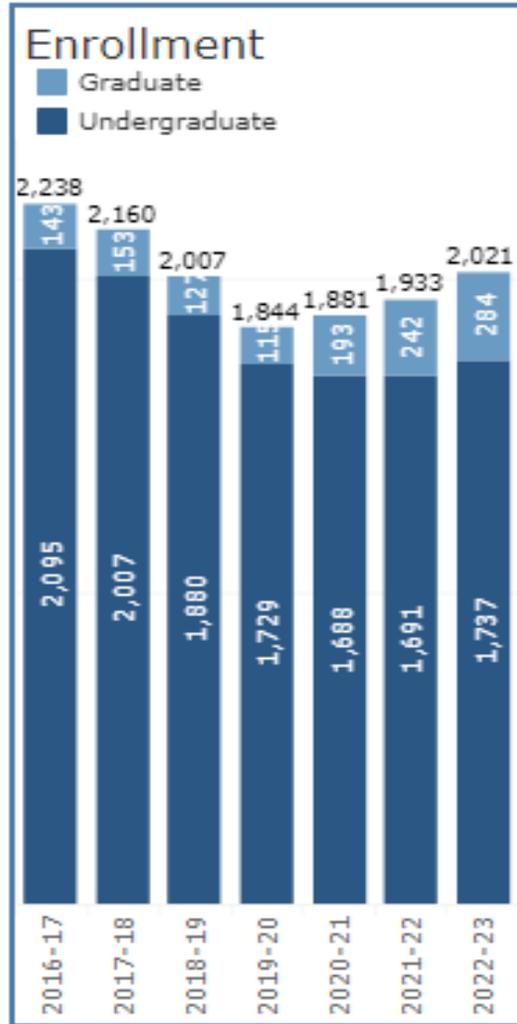
## Program of the Month

## 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

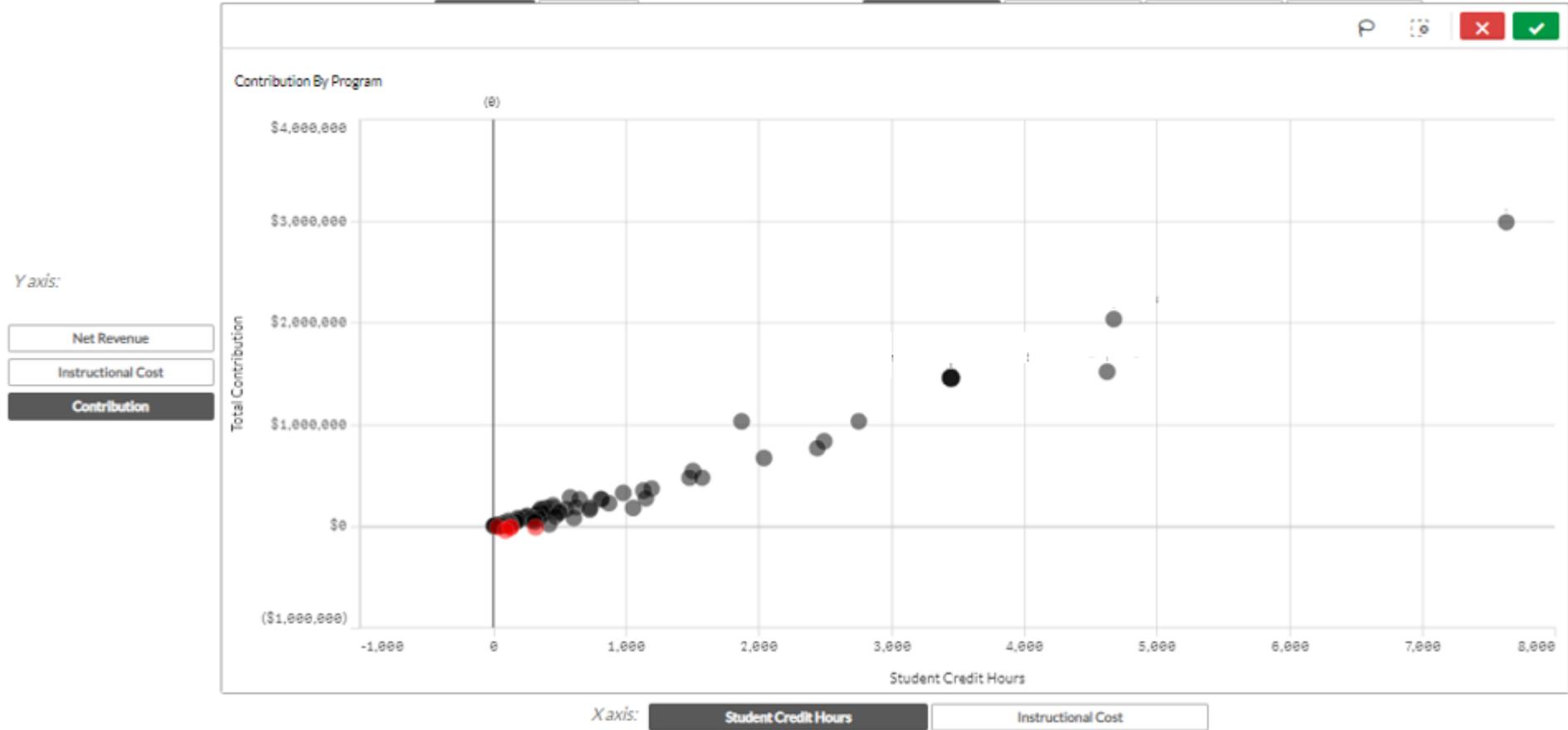
|       |              |   |
|-------|--------------|---|
| Day 1 | 9:00 – 12:00 | Workshop Objectives and Approach to Program Selection<br>Program Scores: Scoring and Refinement |
|       | 1:00 – 5:00  | Identification of Potential New Programs to Start   |
| Day 2 | 9:00 – 10:00 | Recap & Current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



**Filters**

|          |          |               |                |              |              |                   |               |
|----------|----------|---------------|----------------|--------------|--------------|-------------------|---------------|
| Year     | Semester | Academic Unit | Program Area   | Program      | Award Level  | Secondary Program | Student Level |
| Modality | College  | Department    | Course Subject | Course Title | Course Level | Section Type      | Location      |

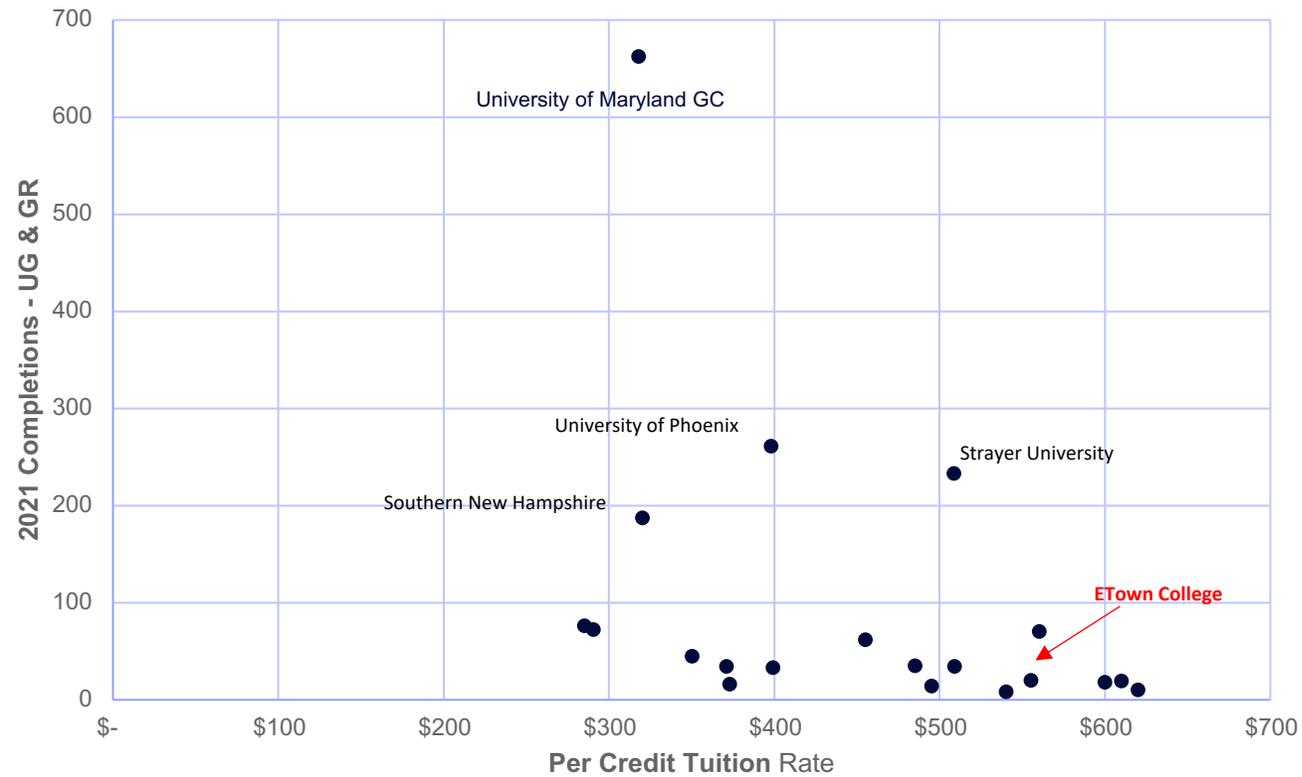
Support | Insights





| Program             | contribution | net tuition | instructional | 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           |

## Business - UG Program Costs/Completions



# Agenda

## Student Demand

- **Leading Indicators: Google**
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- **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:<br>Community Colleges   | <i>Wednesday</i><br>June 28 <sup>th</sup> at 2 PM ET |
| Demand Trends Webcast:<br>Bachelor's and Above | <i>Thursday</i><br>June 29 <sup>th</sup> at 2 PM ET  |

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