



Demand for Higher-Education Programs With Special Guests from Lamar University and Ad Astra

Results through August 2023



Today's Speakers



Robert Gray Atkins

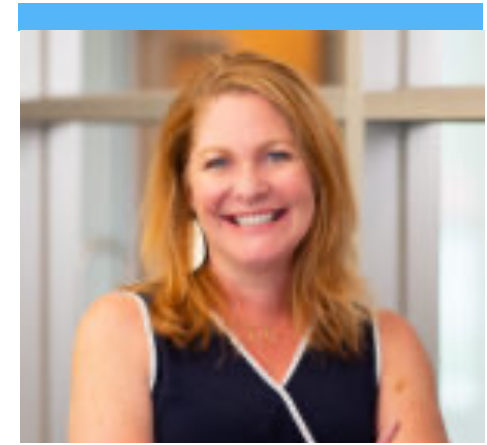
Founder and CEO

Gray Associates



David Short

Registrar



Sarah Collins

President



Gray has developed a complete Program Evaluation System.
A PES is an inclusive, data-informed evaluation process.



Agenda

Student Demand

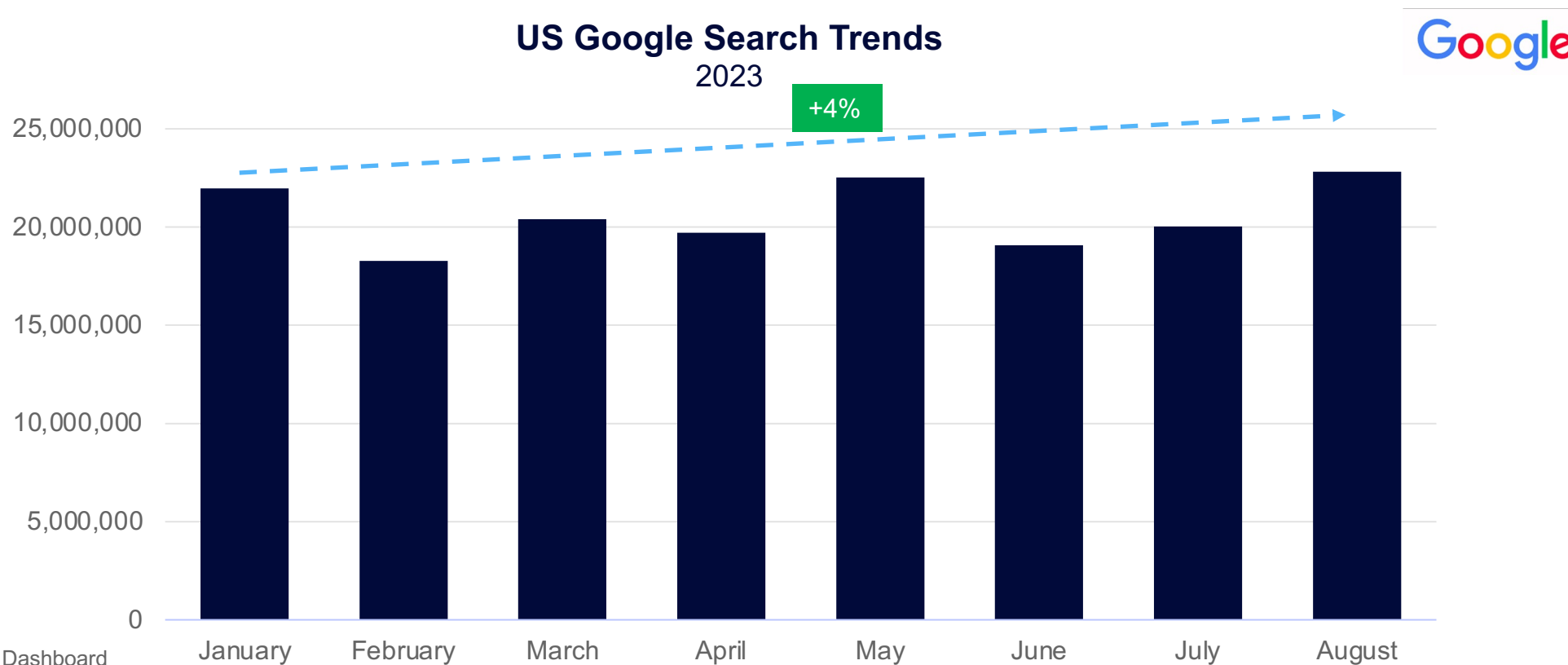
Employment: Current Indicators

Benchmarking and Curricular Efficiency

**Case Study: Accelerate Graduation Rates
through Student-Centered Scheduling**

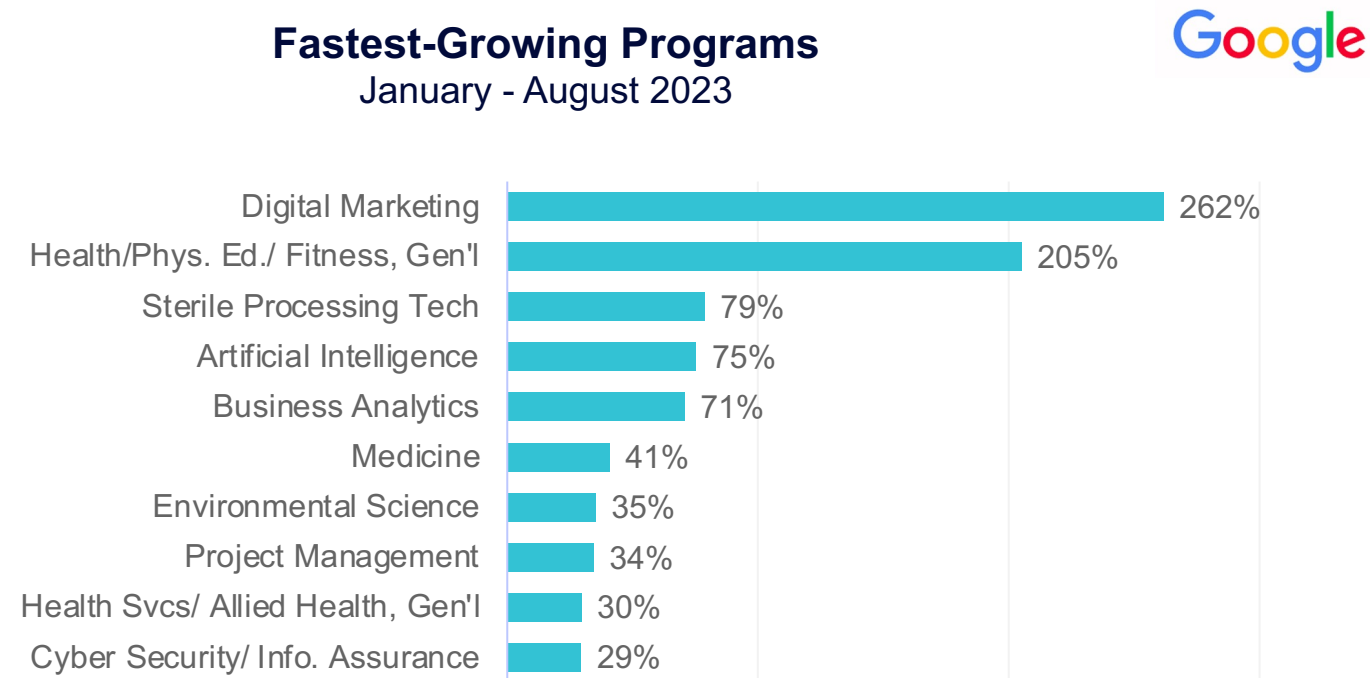
Google Search Trends: Programs

From January to August 2023, Google searches for academic programs grew 4%.



Google: US Fastest-Growing Programs

From January to August, searches for Digital Marketing programs increased 262%.



*Minimum 10,000 searches January 2023

Google: Cost-per-Click

In August, Psychology had the highest keyword search cost of any academic program.*



Psychology General
Middle School Teaching

>\$40

Criminal Justice
Social Work
Health Services Administration
Accounting and Business management

>\$35

Human Services
Sport and Fitness Administration
Information Technology
Accounting

>\$30

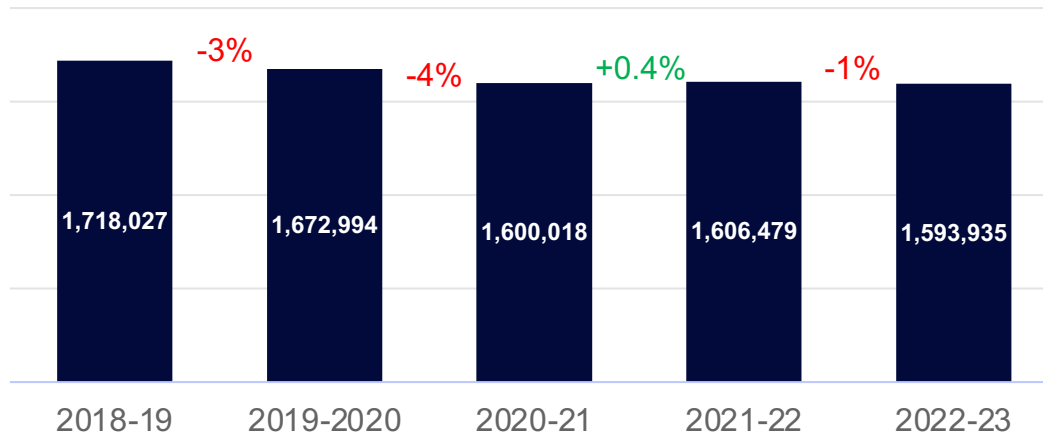
* Excludes workforce programs
Source: PES Keyword Search Dashboard



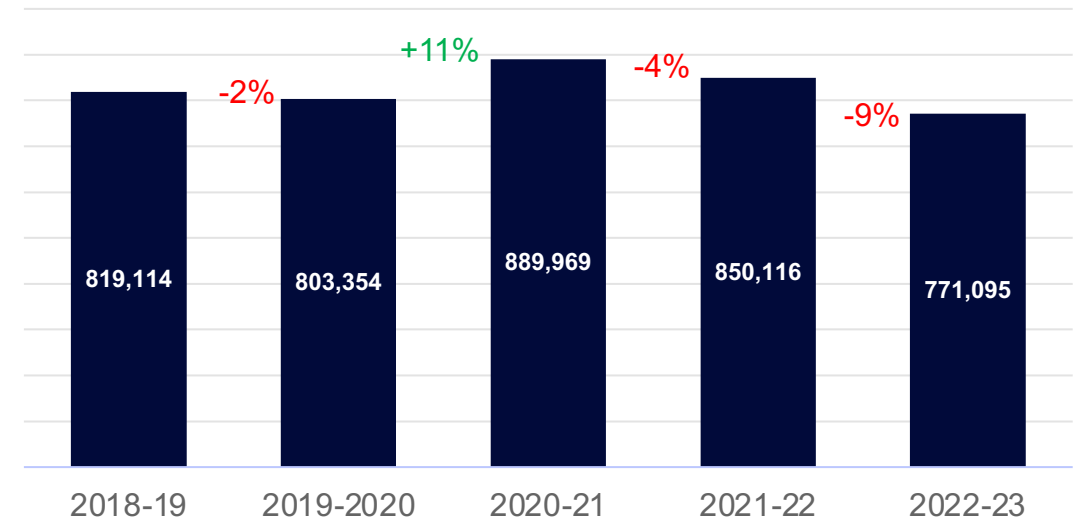
In Fall & Spring 2022–23, new student enrollment (bachelor's and above) fell.

- Bachelor's new enrollment fell 1% year-over-year.
- Master's new enrollment fell 9% year-over-year.

US New Enrollment
Bachelor's 2018-19 to 2022-2023

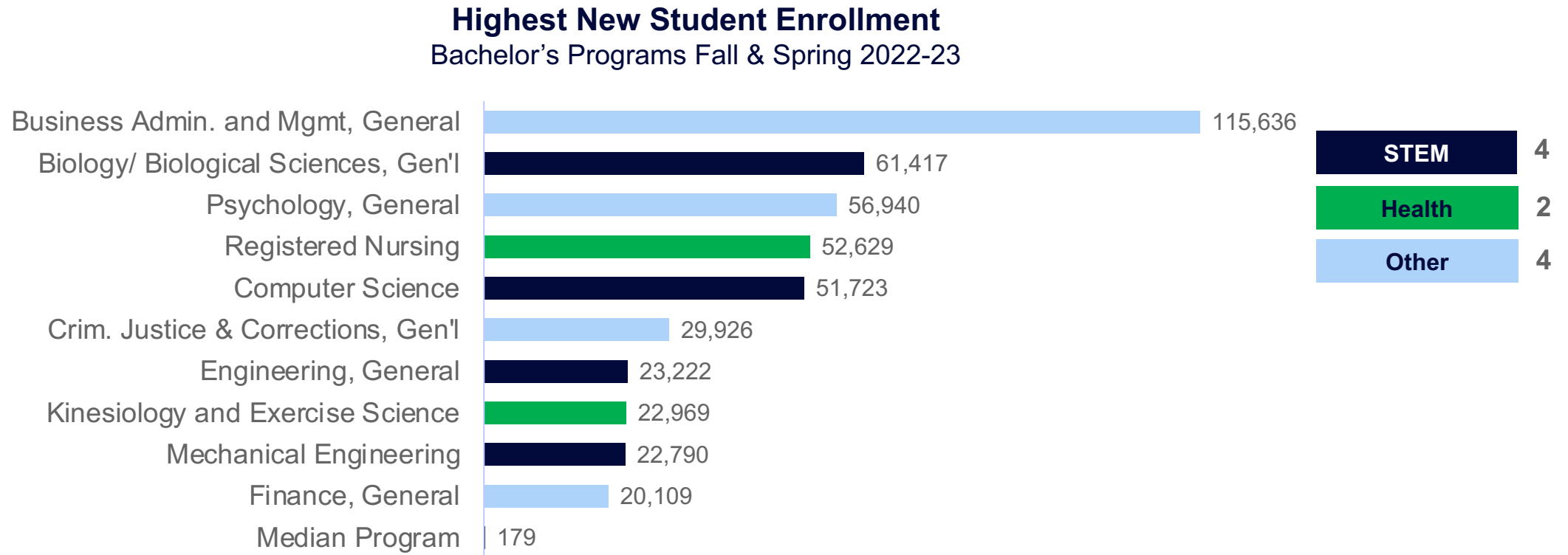


US New Enrollment
Master's 2018-19 to 2022-2023



Bachelor's: In Fall & Spring 2022-2023, Business had the highest new enrollment.*

Four STEM programs made the top 10.



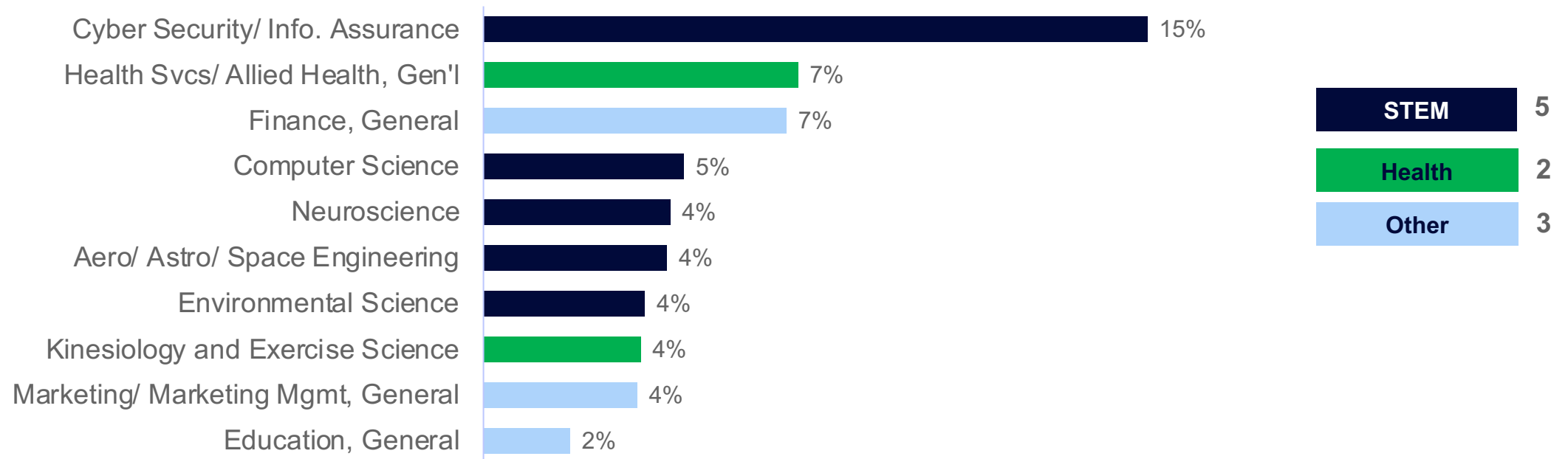
Source: Gray analysis of National Student Clearinghouse data

*Excludes CIP codes ending in 99, "Other" and Liberal Arts and General Studies

Bachelor's: Over the last four years, Cybersecurity grew an average of 15% annually.

Fastest-Growing New Enrollment*

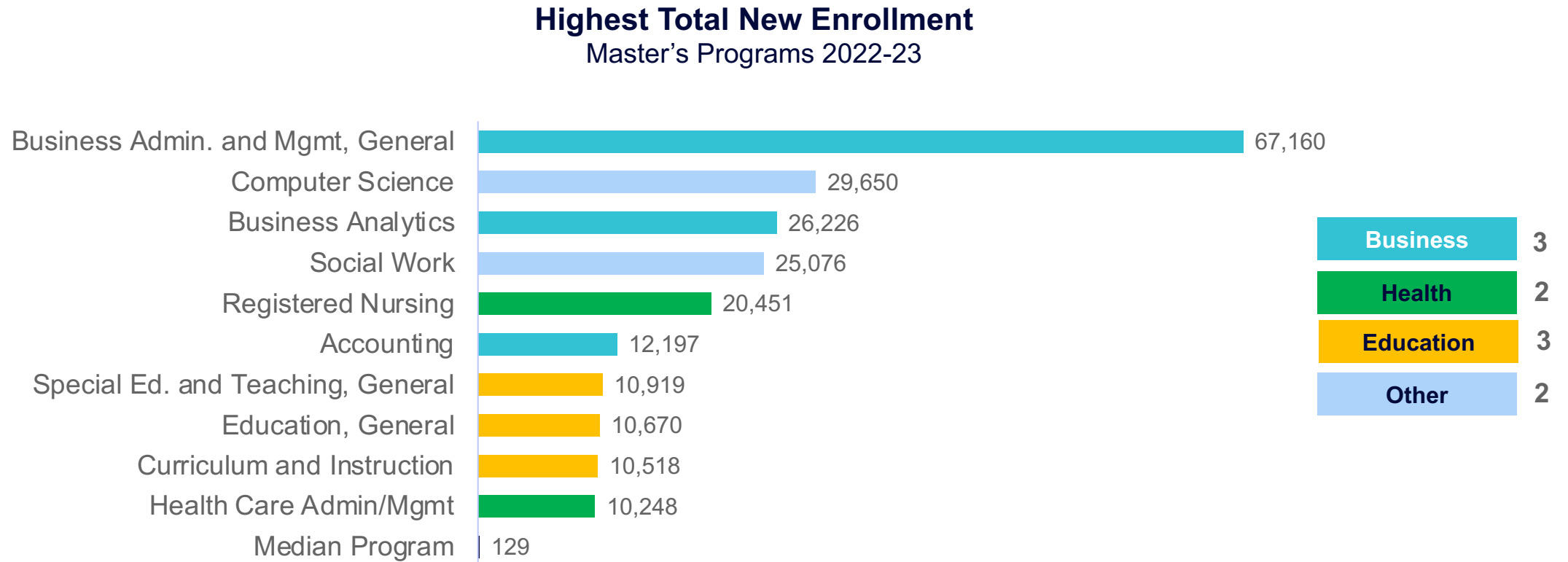
Bachelor's Programs
Fall & Spring 2022-23 4-year CAGR



Source: Gray analysis of National Student Clearinghouse data
Excludes CIP codes ending in 99, "Other"

*Minimum 5,000 enrollees in 2018-19

Master's: In Fall & Spring 2022-23, Business had the highest new enrollment.*



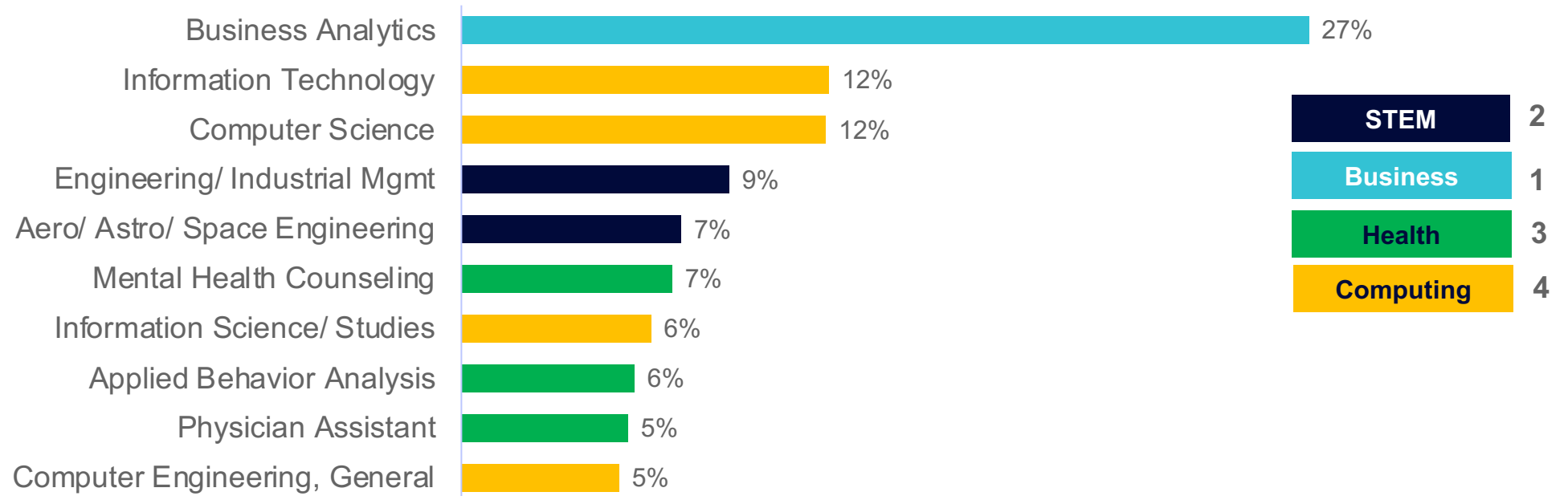
Source: Gray analysis of National Student Clearinghouse data
Excludes CIP codes ending in 99, "Other"

Master's: Over the last four years, Business Analytics grew 27% annually.

Fastest-Growing New Enrollment*

Master's Programs

Fall & Spring 2022-23 4-year CAGR



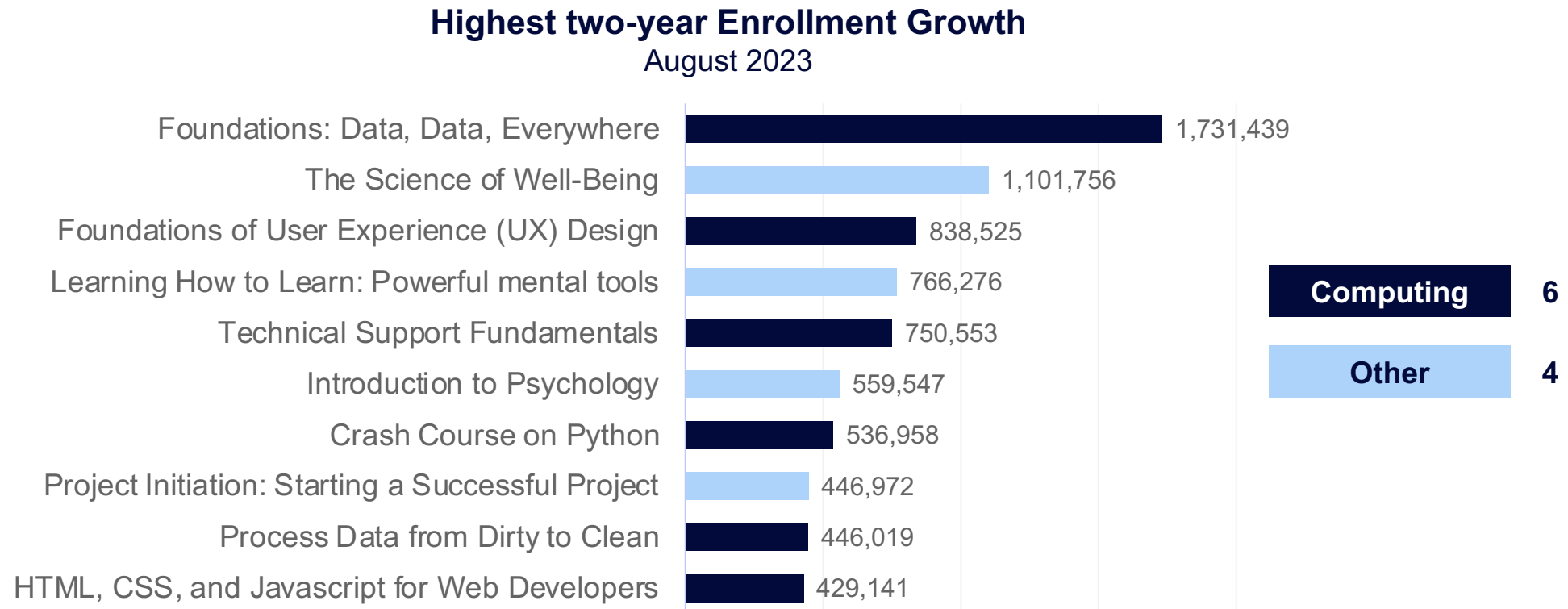
Source: Gray analysis of National Student Clearinghouse data

* Excludes CIP codes ending in 99, "Other"

*Minimum 2,000 enrollees in 2018-29

Coursera: Highest Two-Year Enrollment Growth

As of August 2023, the course Data, Data, Everywhere had the highest two-year growth.



Coursera: Certificate Opportunities for Higher Education?

Over a million people have enrolled in Google’s Project Management Certificate.



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.

Instructor: [Google Career Certificates](#) TOP INSTRUCTOR

★ 4.8/5

77,755 ratings

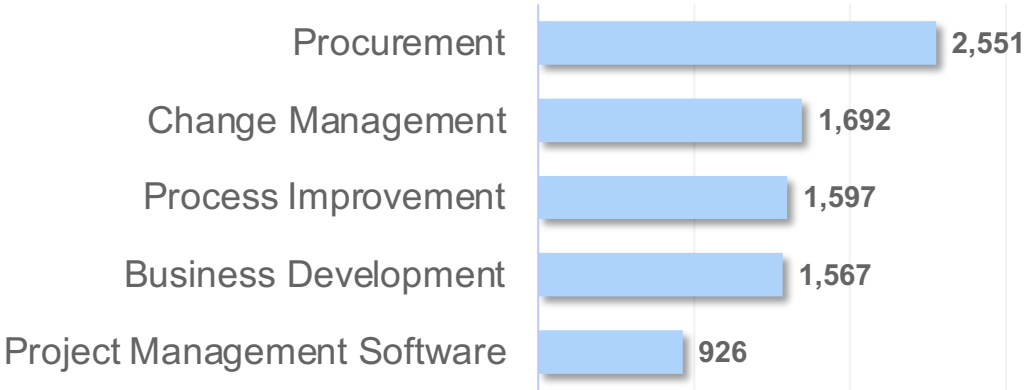
1,063,836 already enrolled

Skills Learned:

- Change Management
- Procurement
- Process Improvement
- Business Development
- Project Management Software

Skills Frequency in Job Postings Project Management

August 2023



Agenda

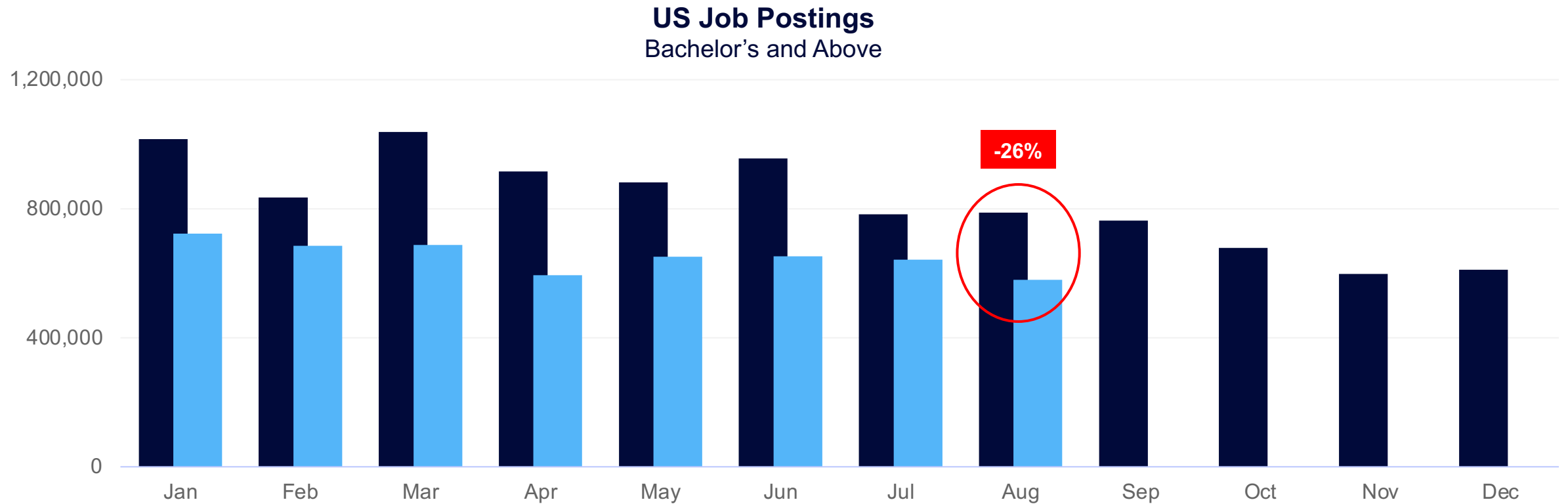
Student Demand

Employment: Current Indicators

Benchmarking and Curricular Efficiency

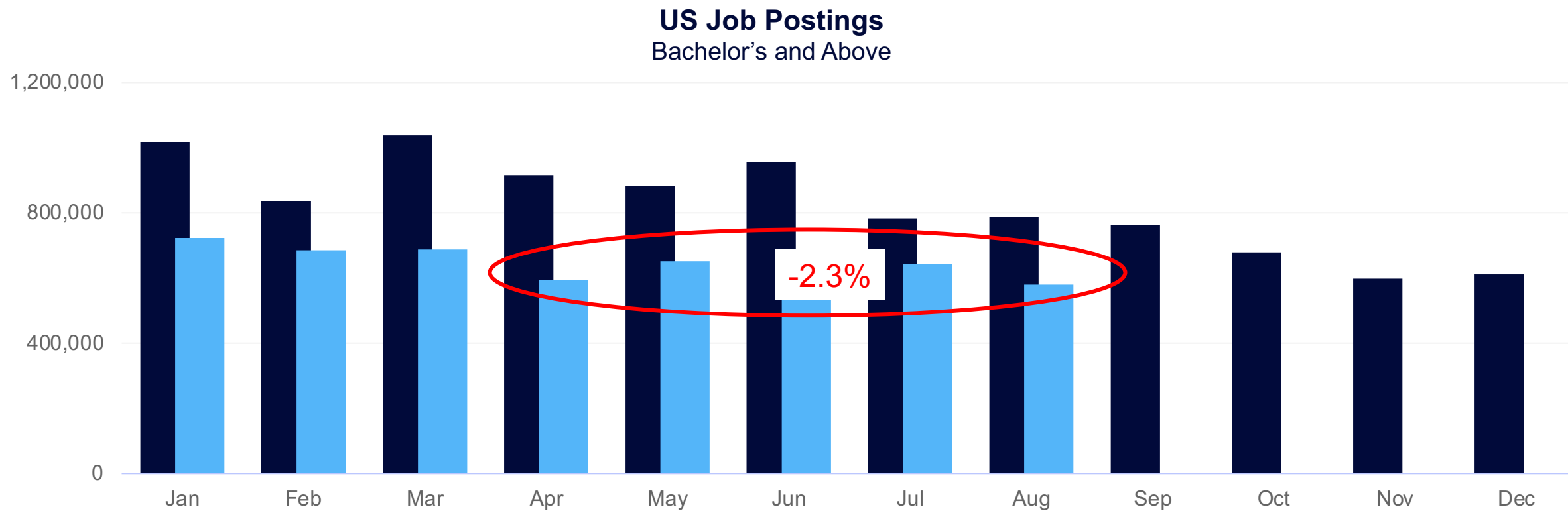
**Case Study: Accelerate Graduation Rates
through Student-Centered Scheduling**

In August, US job postings fell 26% YoY for graduates with a bachelor's or above.



Source: Gray's Job Postings Dashboard

They fell 2.3% over the last four months.



What's the good news in job postings?

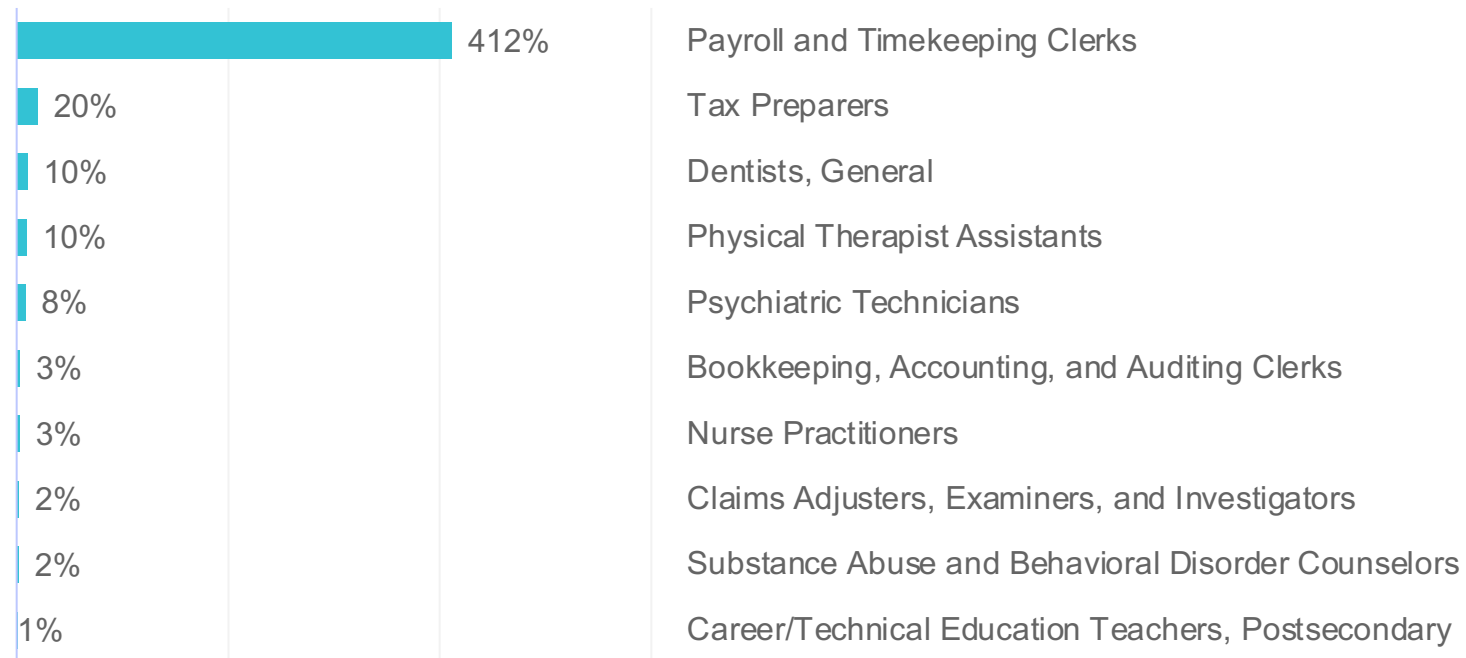
Highest Job Postings by Occupation*
August 2023



*Excludes Direct-to-Workforce occupations

What's growing in job postings?

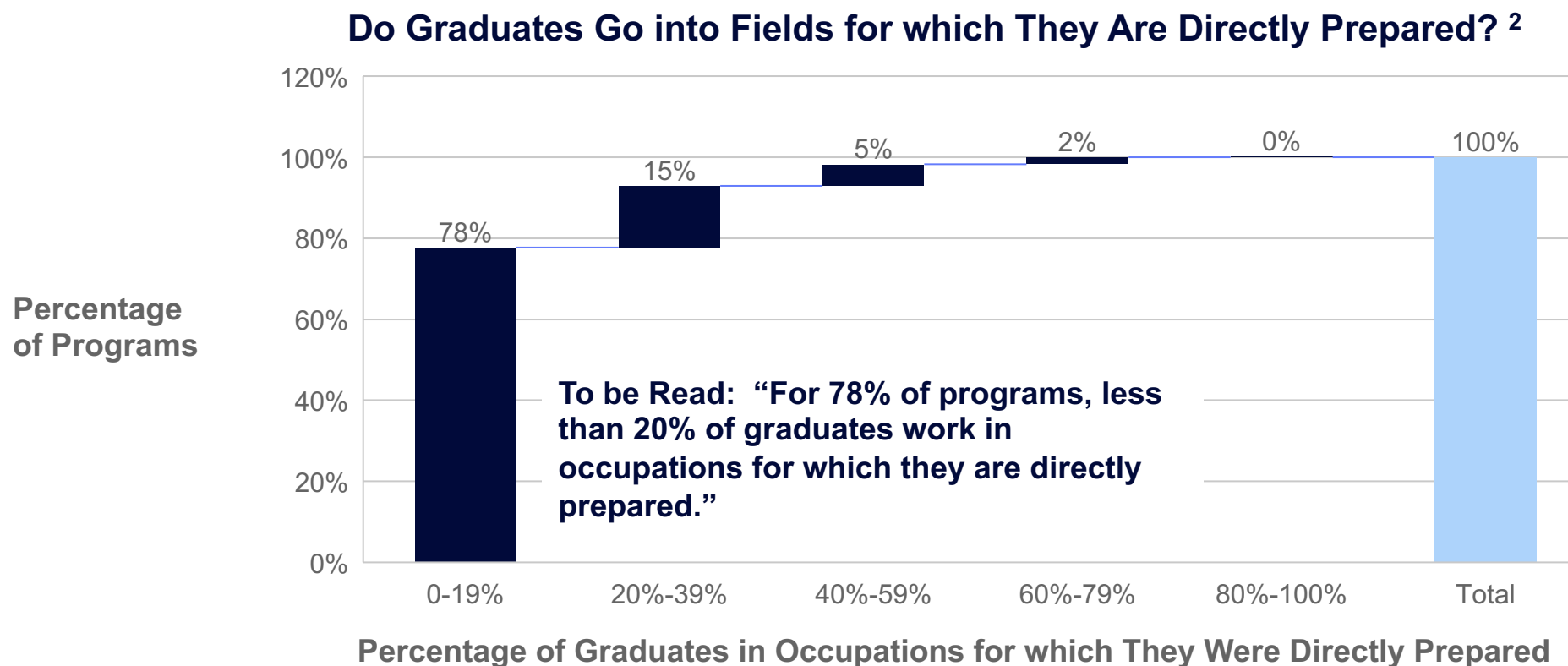
Highest Job Postings Growth by Occupation (SOC Code)* August 2023



*Minimum 1,000 jobs August 2023
Excludes Direct-to-Workforce occupations

NCES: “The CIP SOC Crosswalk is not based on actual empirical data.”¹

78% of programs place less than 20% of graduates in jobs for which they are directly prepared.

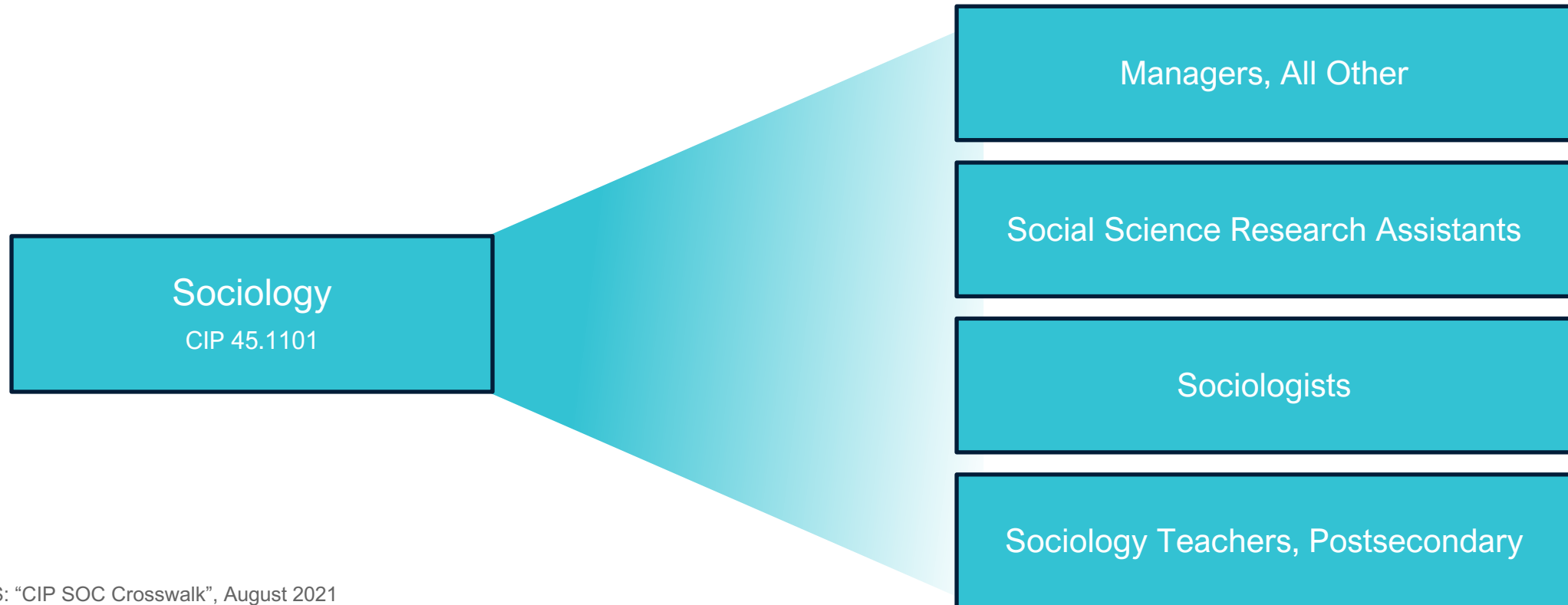


1. Source: IES NCES: “CIP SOC Crosswalk”, August 2021 <https://nces.ed.gov/ipeds/cipcode/post3.aspx?y=56>, Gray Analysis. Number of Programs: 634

2. US Census, American Community Survey, Gray Analysis. Bachelor's-degree programs with over 100 completions.

NCES CIP 2020 to SOC 2018 Crosswalk

What NCES says Sociology majors can do...



Source: IES NCES: "CIP SOC Crosswalk", August 2021
<https://nces.ed.gov/ipeds/cipcode/post3.aspx?y=56>,

Sociology graduates don't do what they are supposed to.

None of the NCES jobs are in the top actual occupations.

Program

BACHELORS-45.1101 Sociology

Total Occupations: 851

SOC Title

SOC and SOC Title ▾	Count of Id
11-1011 - Chief Executives	10,087
13-1071 - Human Resources Specialists	6,262
11-1021 - General And Operations Managers	5,176
11-2022 - Sales Managers	4,978
43-6011 - Executive Secretaries And Executive Administrative Assistants	4,859
11-2021 - Marketing Managers	4,283
11-3121 - Human Resources Managers	3,288
11-9151 - Social And Community Service Managers	3,163
41-3031 - Securities, Commodities, And Financial Services Sales Agents	2,806
21-1021 - Child, Family, And School Social Workers	2,774
11-2011 - Advertising And Promotions Managers	2,734

Company

Calc ▾	Count of Id
Amazon	442
Us Army	431
Wells Fargo	407
Target	336
State Farm	310
Kaiser Permanente	298
Bank Of America	291
U.S. Department Of Veterans Affairs	278
Starbucks	262
Walmart	244
Jpmorgan Chase & Co.	233

Agenda

Student Demand

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

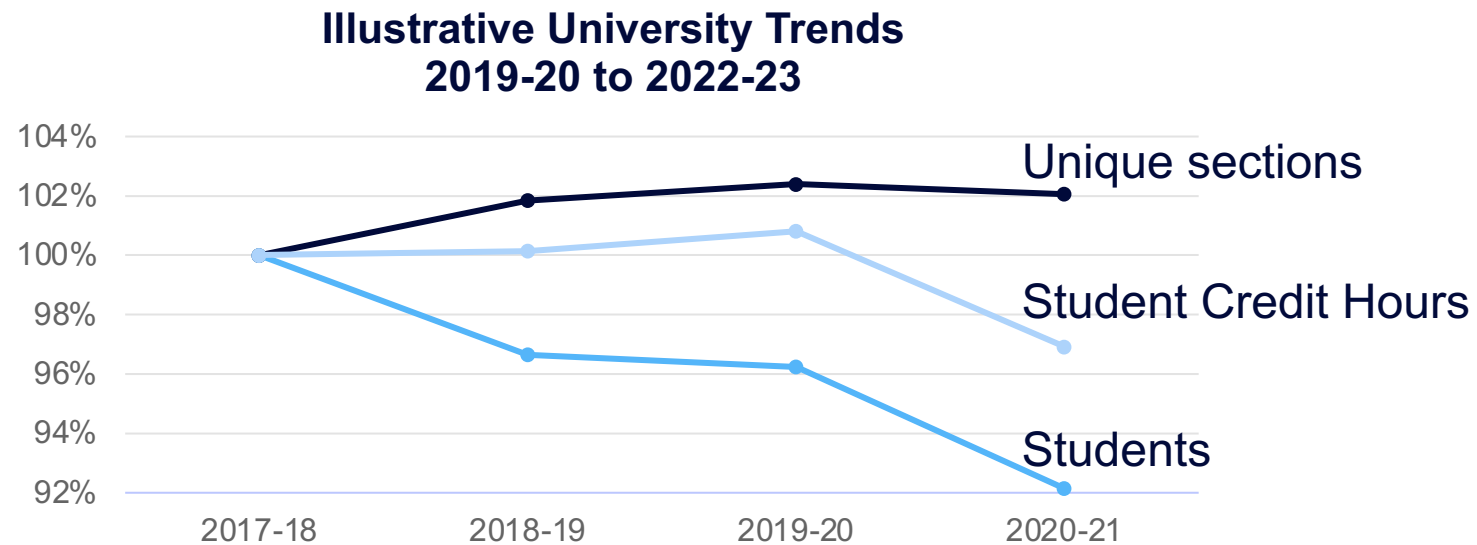
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Case Study: Accelerate Graduation Rates through Student-Centered Scheduling

Economics Over Time

In many colleges, enrollment and course-section offerings are out of sync.



Source: Gray Academic Economics Benchmarking

Cost Over Benchmark

Course cost over benchmark is an indicator of potential to improve efficiency.

Course Code	Q	Students	Student Credit Hours	Count of Sections	Instructional Cost per SCH	Cost over Threshold
DEDAD8190		28	146	5	\$1,307	\$169,115
MNURS7005		29	116	2	\$1,427	\$148,253
UCMST1545		2,312	8,487	122	\$81	\$141,405
MCOUN7020		47	156	2	\$967	\$127,582
UDHYG3703L		22	66	6	\$1,854	\$112,545
PPHYT8909		31	186	1	\$690	\$100,726
PPHYT8905		32	192	1	\$658	\$97,812
UENST1500L		468	582	26	\$293	\$84,221
UACCT4808		53	220	3	\$531	\$84,108
MNURS7029		13	52	1	\$1,739	\$82,706
UDHYG4806L		23	92	6	\$1,047	\$82,654
UCMST3745		37	111	6	\$854	\$78,289
UMGT3789		222	714	9	\$250	\$74,841

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- Recent Trends: Enrollment
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Accelerator

WEBCAST FOR GROWTH AND SUCCESS IN
HIGHER EDUCATION

Upcoming Webinars

Topic	Date
Demand Trends Webcast: Community Colleges	<i>Monday</i> October 30 th at 2 PM ET
Demand Trends Webcast: Bachelor's and Above With Special Guest Rize	<i>Tuesday</i> October 31 st at 2 PM ET



In November, growth experts Ad Astra, Rize, and Evidence in Motion will join forces with proven innovators in higher education for an illuminating panel discussion.

Hear directly from the leaders who made it happen.

Grow Grow Grow: Growth Strategies in Higher Education

Listen on Spotify



Listen on Apple





Accelerate Graduation Rates through Student-Centered Scheduling

David Short

Registrar
Lamar University

Sarah Collins

President
Ad Astra



About Ad Astra

Ad Astra is the trusted partner of 550+ colleges and universities committed to **graduating more students faster**.

Through **data-informed planning and course scheduling**, we empower institutions to remove barriers to completion while also ensuring **financial sustainability**.

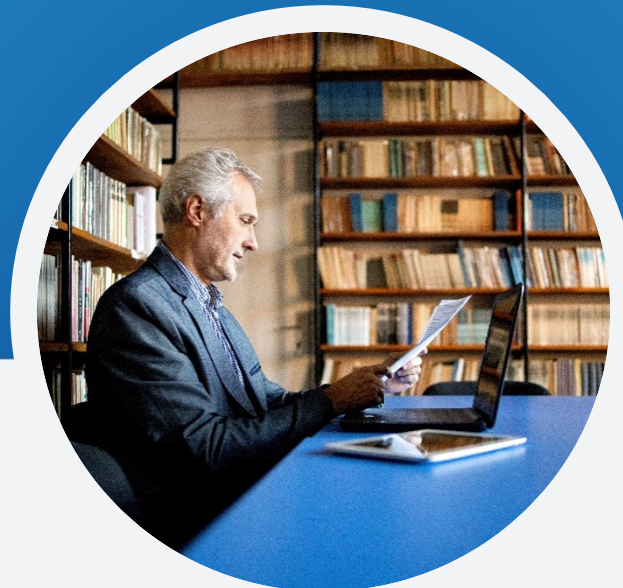


Partnering for Success



Accelerated Completions

Improve retention, time to completion and graduation rates



Financial Sustainability

Invest for growth, improve sustainability, and increase tuition yield



Operational Efficiency

Save time, streamline decision making, and decrease costs



Equitable Outcomes

Disaggregate data, target interventions, and bridge equity gaps



About Lamar University



- Texas State University System
- Offers Bachelor's, Master's and Doctoral degrees with five undergraduate colleges, one graduate college, and an honors college
- 17,000+ students
- 37% of college students are 25 and older
- 64% are estimated to work and attend school
- 24% have children or other dependents



#1: Focus on tracking progress to objectives

#2: Enhance systems, metrics, and data that inform university decision-making

#3: Target faster progression to degree through improved course access and flexible course scheduling

#4: Improve space utilization metrics reported to the state for funding

Goals and Objectives

Aligning with LU's strategic plan



Pre-Covid Progress

Spring 2019

- ✓ Decreases in overloaded courses
- ✓ Overall increases in “Avg Enroll Per Section”
- ✓ Action on 38 reduction candidates for Spring 2019
- ✓ Reduction candidates acted on filled at 74%
- ✓ Reduction candidates not acted on filled at 51%

Fall 2019

- ✓ Monthly meetings with Strategic Scheduling Team
- ✓ Individual Department and Chair meetings
- ✓ Weekly reports to drive discussions and change
- ✓ Action alignment with recommendations
- ✓ 45 sections reduced
- ✓ 18 courses with added seats or sections
- ✓ Earlier cancellation of low-enrollment courses
- ✓ Tying cancellations to Astra recommendations
- ✓ Associated late cancellations with reduced credit hour load



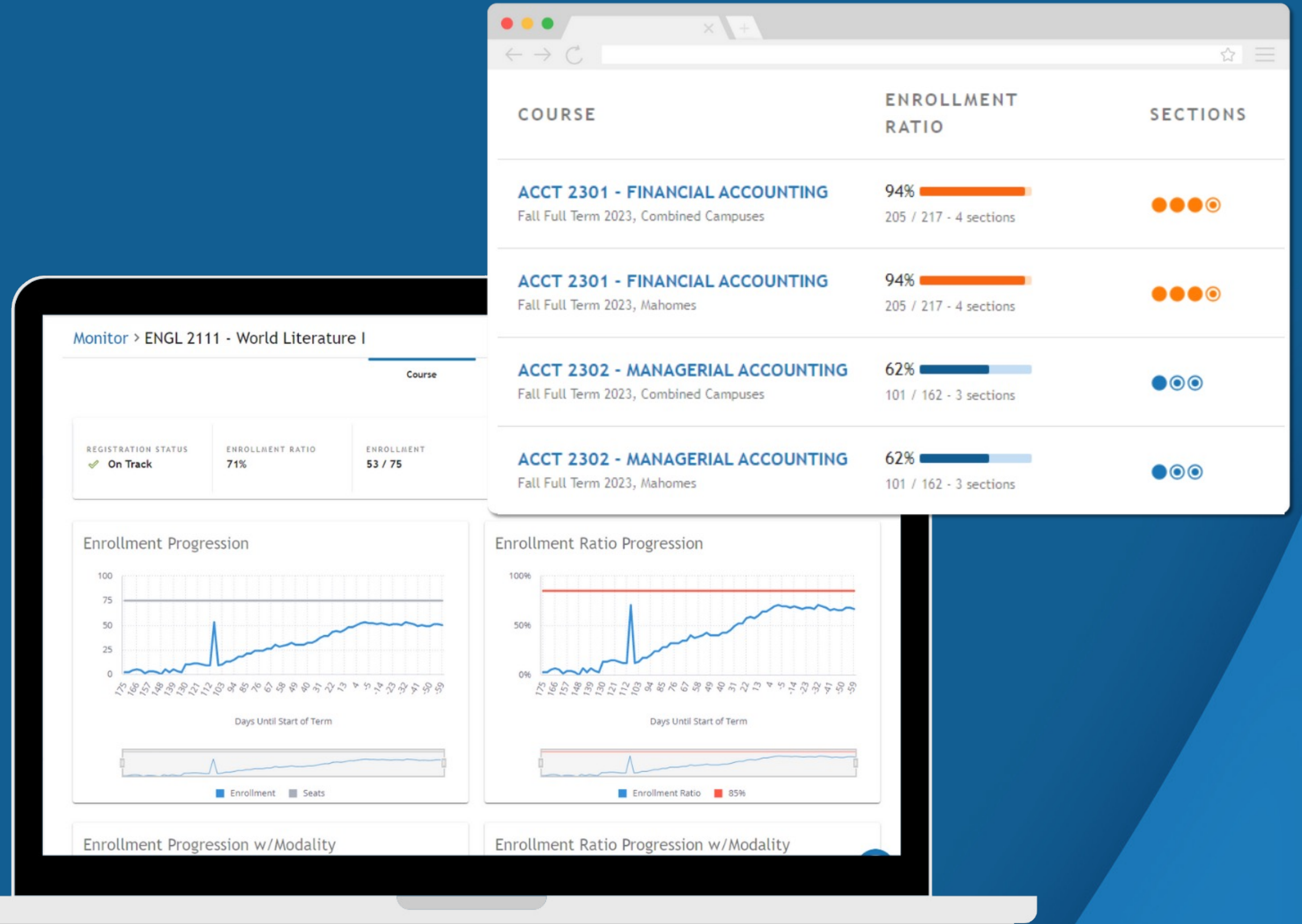
Post Covid

Fall 2021 - Present

- ✓ 50% of classes are now online
- ✓ Identifying Completion Paths, students' preferred modality and time of day, by program pathway
- ✓ Making schedule adjustments based on completion path data
- ✓ Only space constraints are in writing intensive classes and labs
- ✓ Schedule is rolled out through Summer 2025



Ad Astra Registration Monitoring



Outcomes

Fall 2023



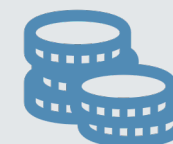
6% improvement in overall graduation rates



5.6% increase in First Time in College rates



\$500,000 in additional revenue in one semester by adding more seats

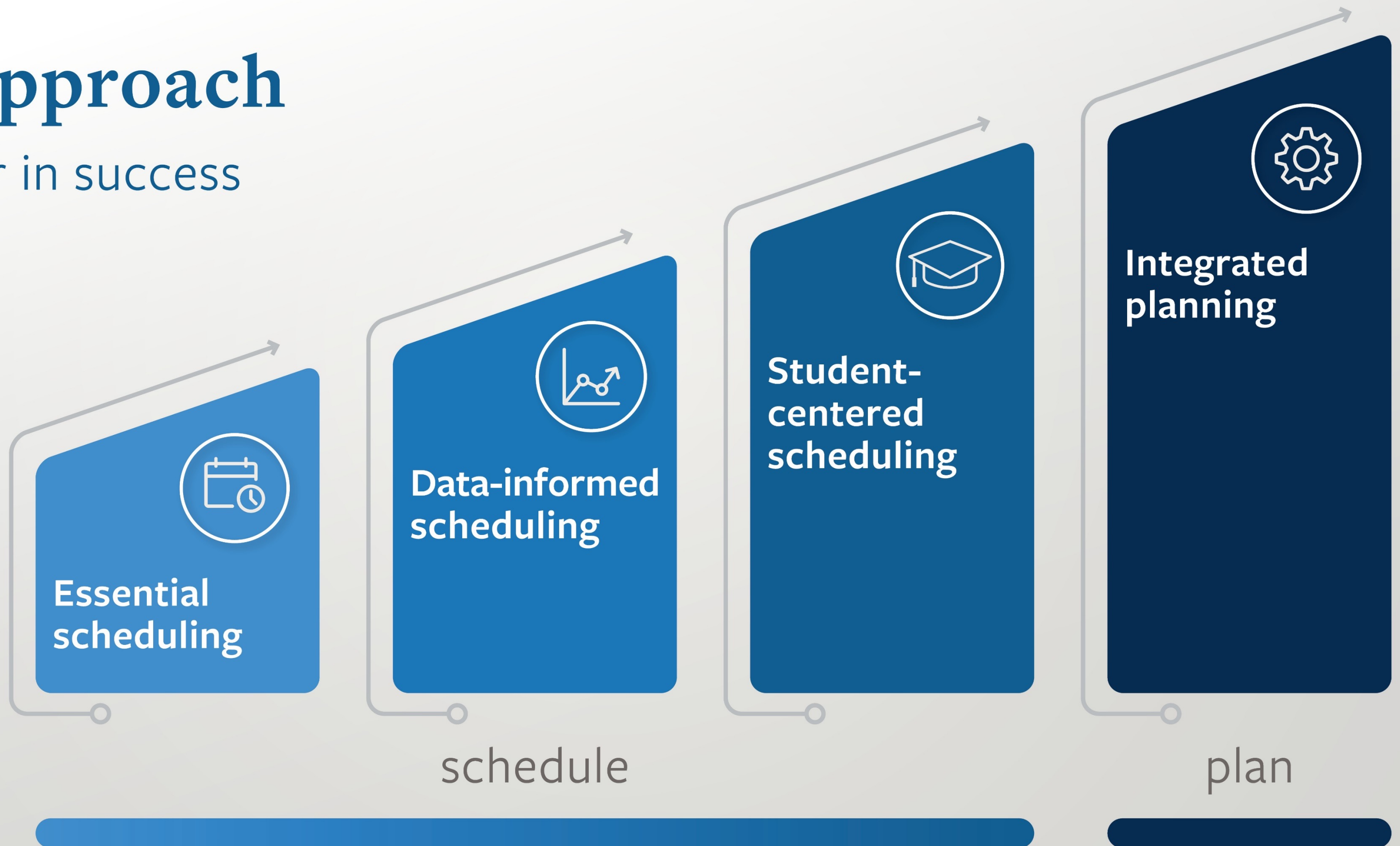


Impact to state funding formula



Our approach

A partner in success



Q & A

Resources

Lamar Success Video

Creating a Student-Centered Schedule

Success Stories

Aspire23 Conference in Kansas City, MO

