



## **Demand for Higher-Education Programs**

February 28, 2024



# Agenda

## Why a Program Evaluation System?

### Student Demand

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

### National Employment: Current Indicators

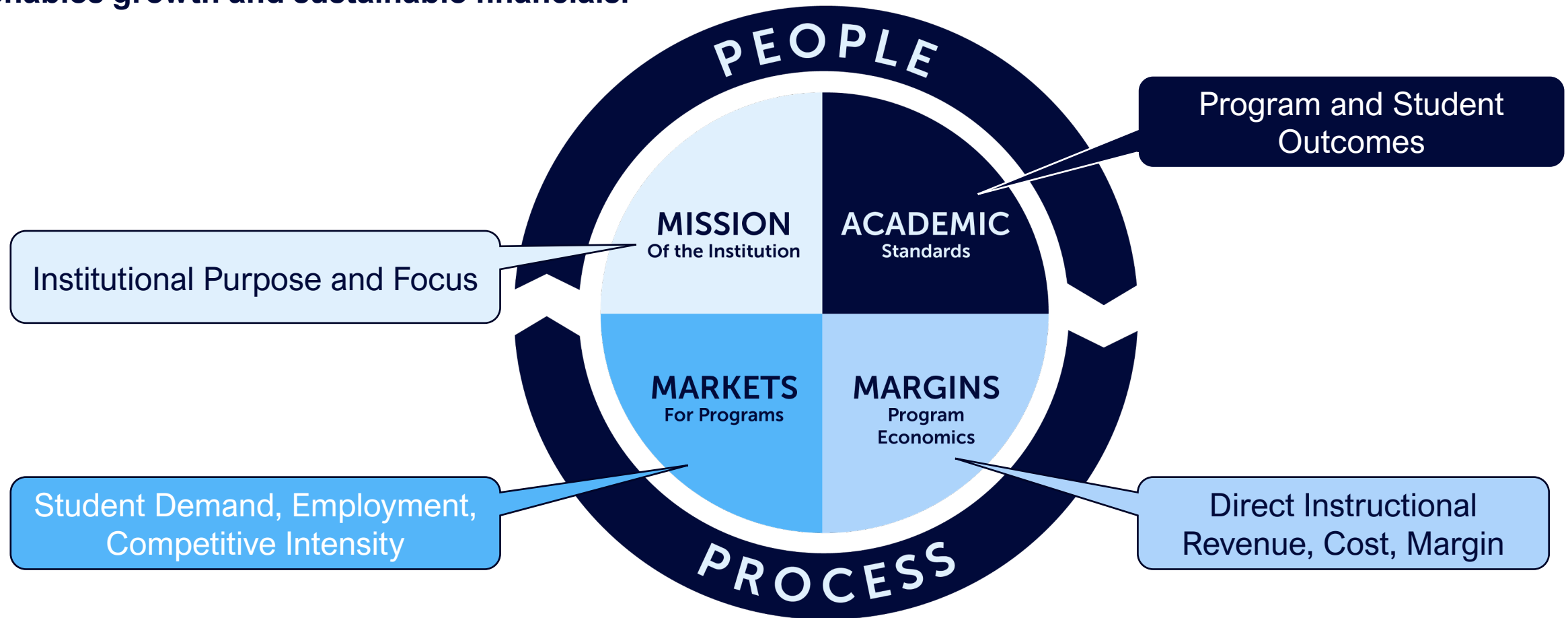
### Local Matters: New York, Indiana, Oregon

### Financial Planning

### Summary



An academic Program Evaluation System  
enables growth and sustainable financials.





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

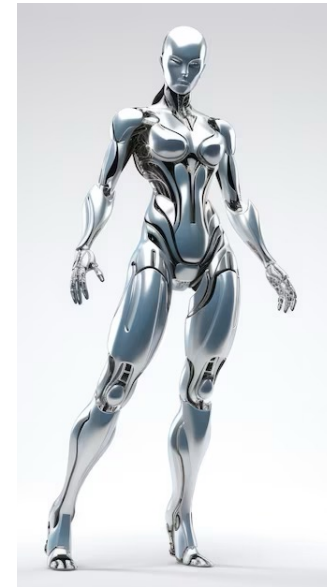
## **Insights on Student Demand**



**IPEDS**



**Enrollment**



**Google**

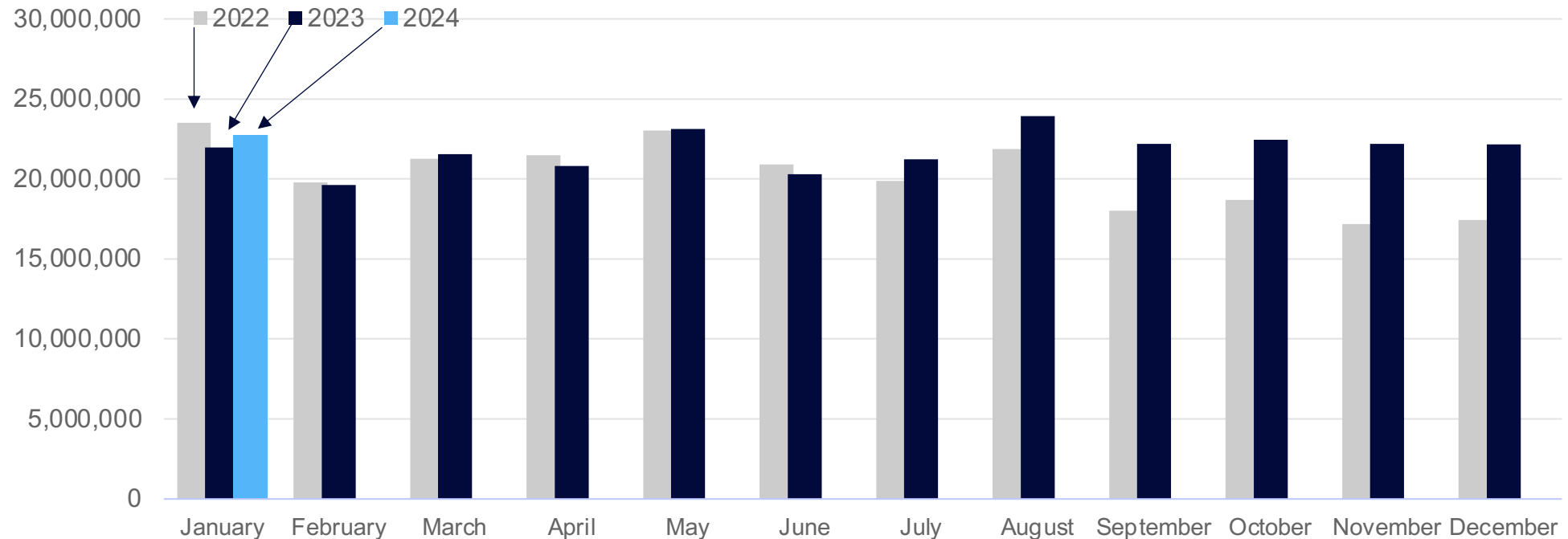


## Google Search Trends: Programs

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



US Google Search Volume

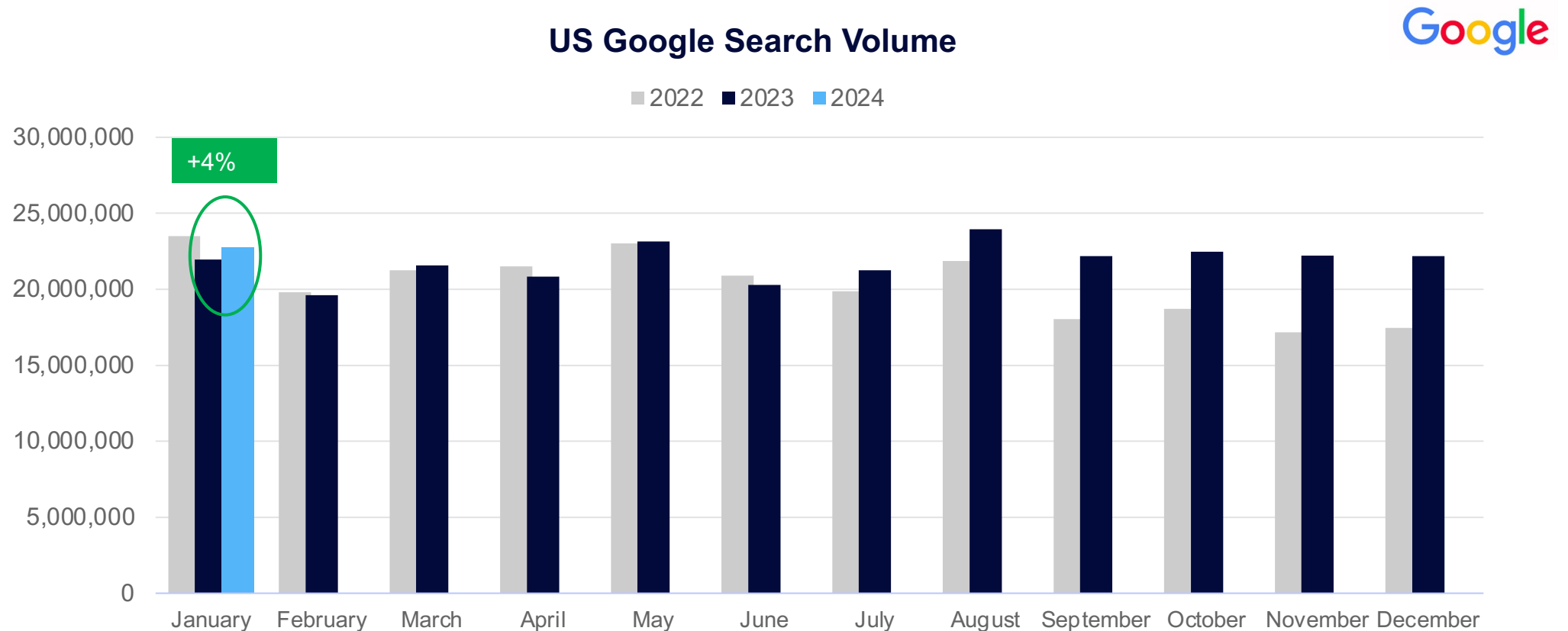


Source: PES Keyword Search Dashboard



## Google Search Trends: Programs

In January 2024, Google searches for academic programs grew 4% year-over-year.

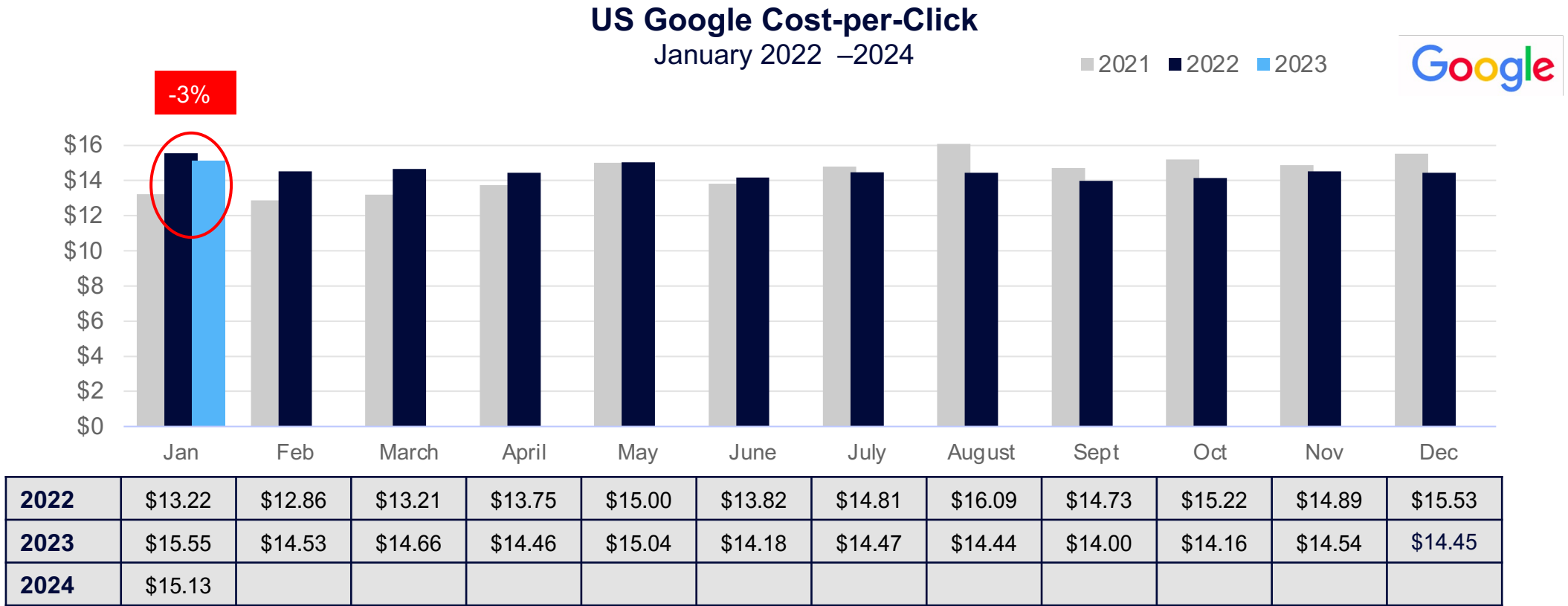


Source: PES Keyword Search Dashboard



# Google Search Trends: Cost-per-Click

In January 2024, the average Google cost-per-click decreased 3% year-over-year.



Source: PES Keyword Search Dashboard



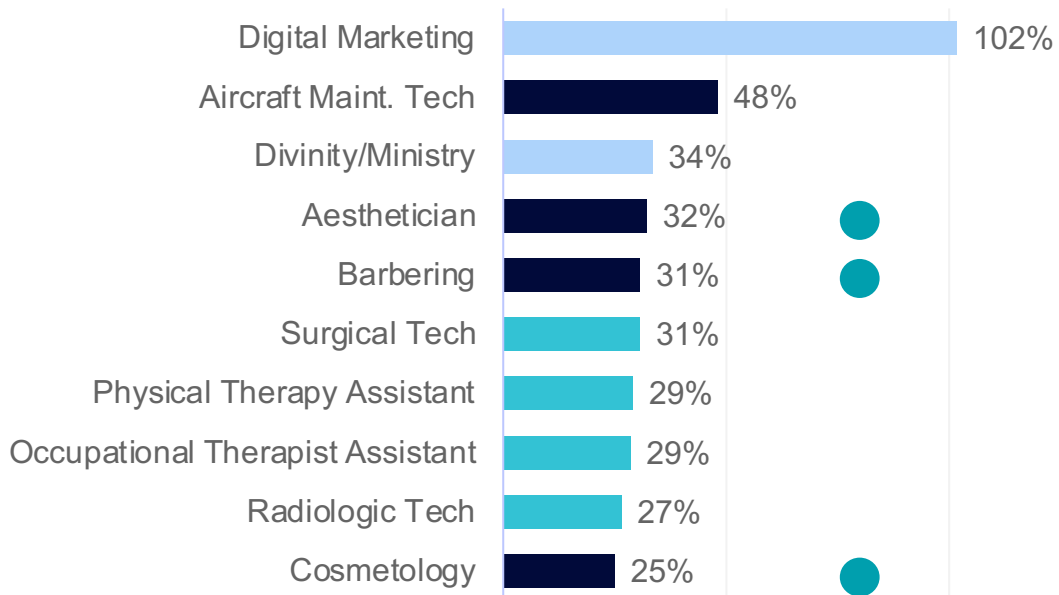


# Google: Fastest-Growing Programs by Market

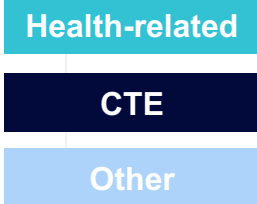


Local Matters Example: Only three programs made the top ten in Oregon and the US.

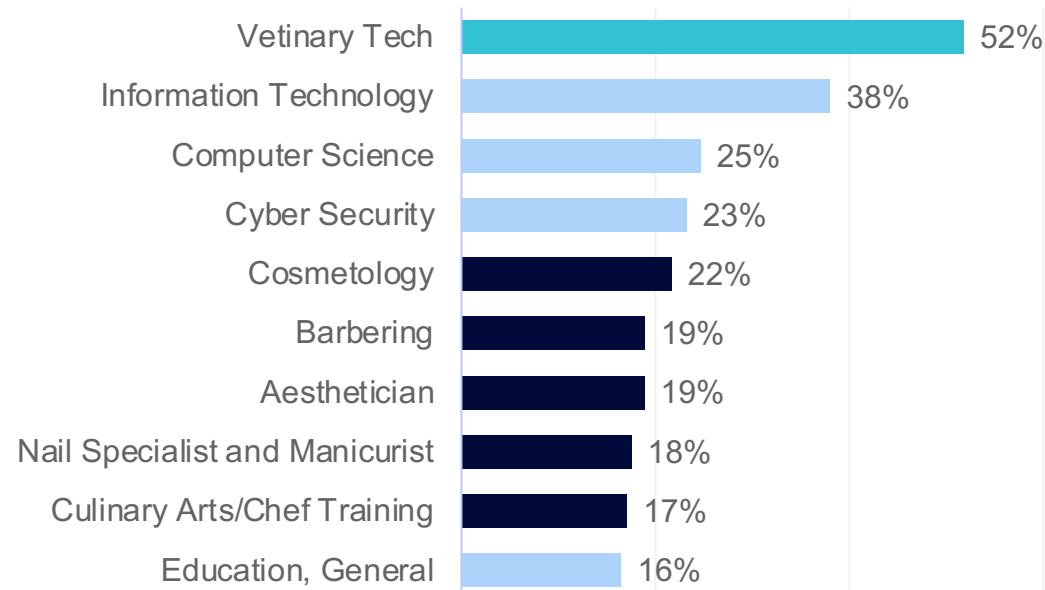
US Fastest-Growing Programs  
January 2024 YoY



\*Minimum 10,000 searches January 2023  
Excludes keywords for programs bachelor and above



Oregon Fastest-Growing Programs  
January 2024 YoY



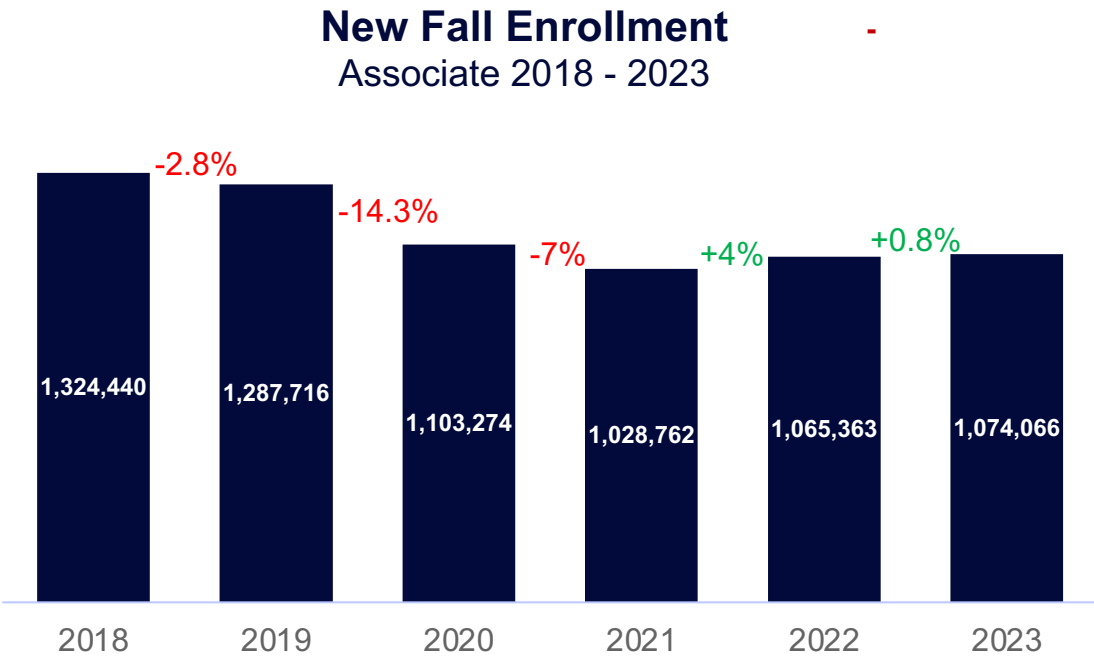
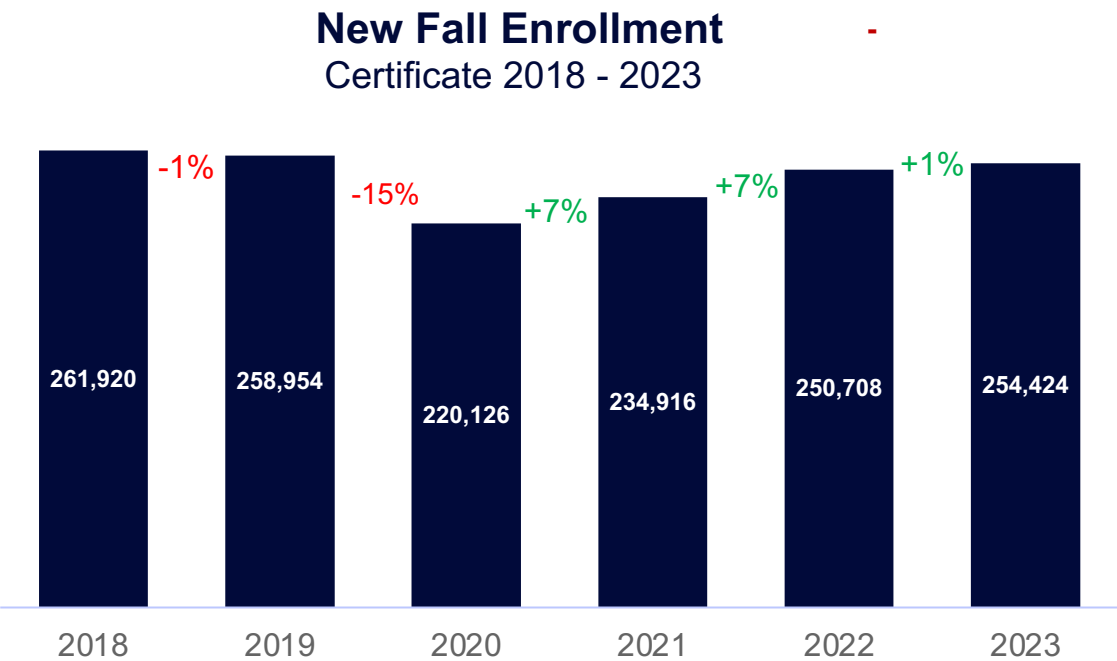
\*Minimum 1,000 searches January 2023  
Excludes keywords for programs bachelor and above



# Fall New Student Enrollment

In Fall 2023, US new enrollment rose approximately 1% for certificates and Associate degrees.

- Associate programs may have finally stopped declining.

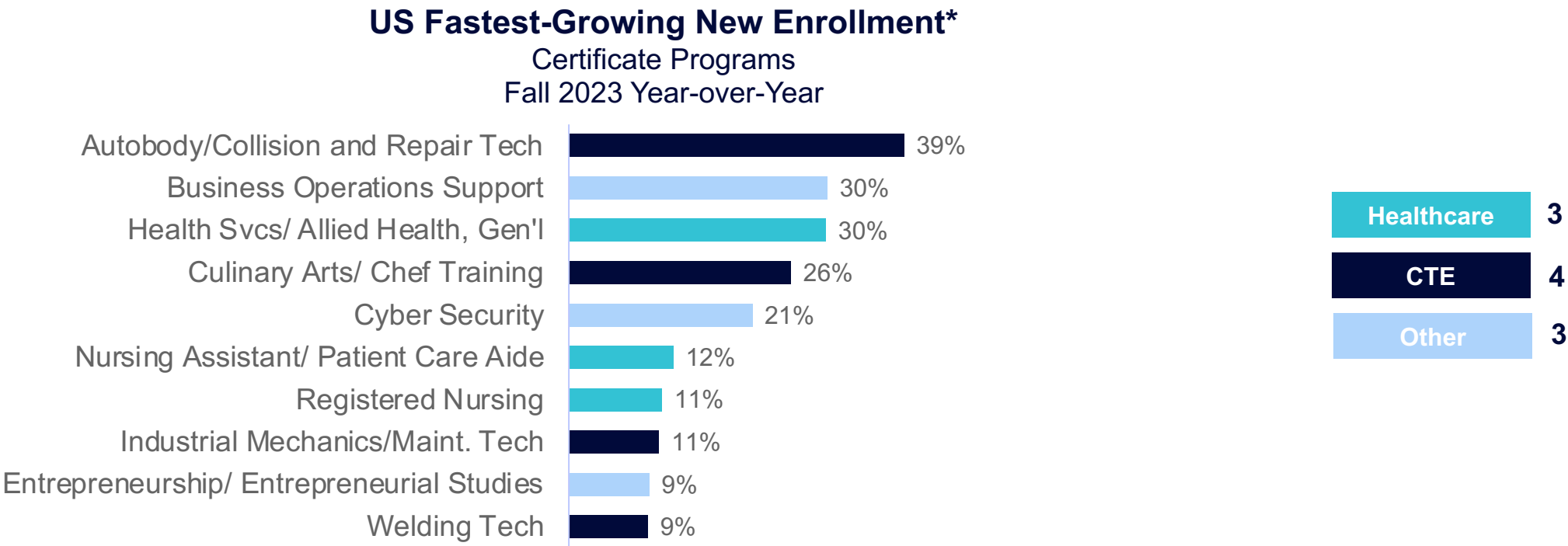


Source: PES Student Enrollment Dashboard



# Certificate: US Fall 2023 Fastest-Growing New Enrollment

In Fall 2023, Autobody/Collision and Repair Tech grew 39% year-over-year.



Source: PES Program Enrollment Dashboard

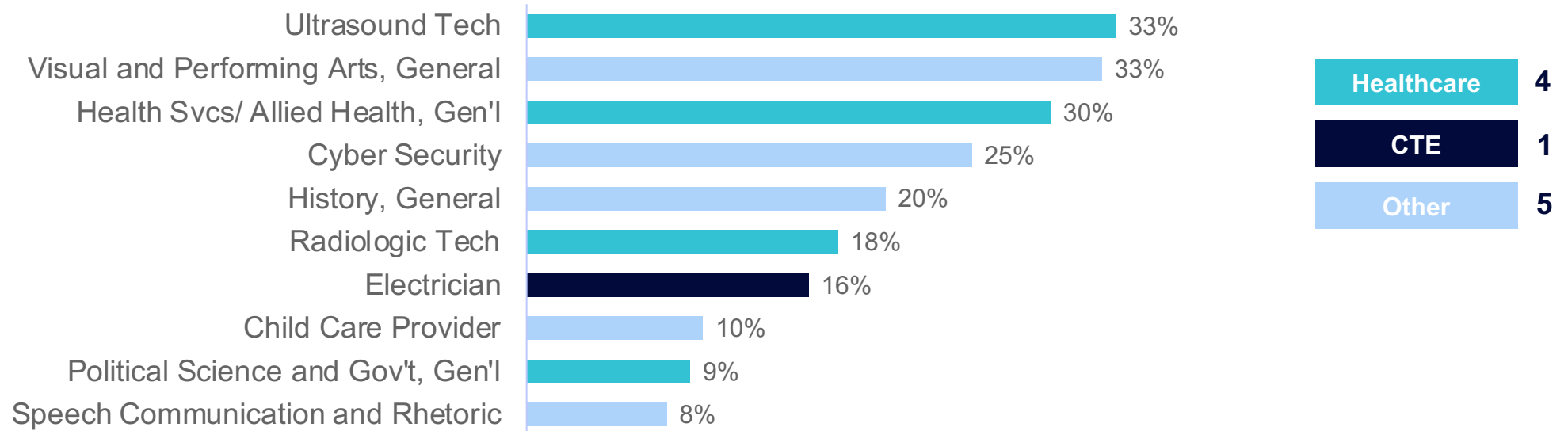
\*Minimum enrollment prior year: 1,000



## Associate: US Fall 2023 Fastest-Growing New Enrollment

In Fall 2023, Ultrasound Tech grew 33% year-over-year.

**Fastest-Growing Associate Programs**  
**New Enrollment\* Growth**  
Fall 2023 Year-over-Year



Source: PES Program Enrollment Dashboard

\*Minimum enrollment prior year: 2,000



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- Recent Trends: Enrollment
- Non-Degree Courses

### National Employment: Current Indicators

### Local Matters: New York, Indiana, Oregon

### Financial Planning

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# Non-Degree Demand: Coursera

For the twelve months, including January 2024, Coursera added over 18.3 million learners.

**Fastest-Growing Courses by Unit Change**  
February 2023 through January 2024



Source: PES Non-Degree Dashboard, Coursera



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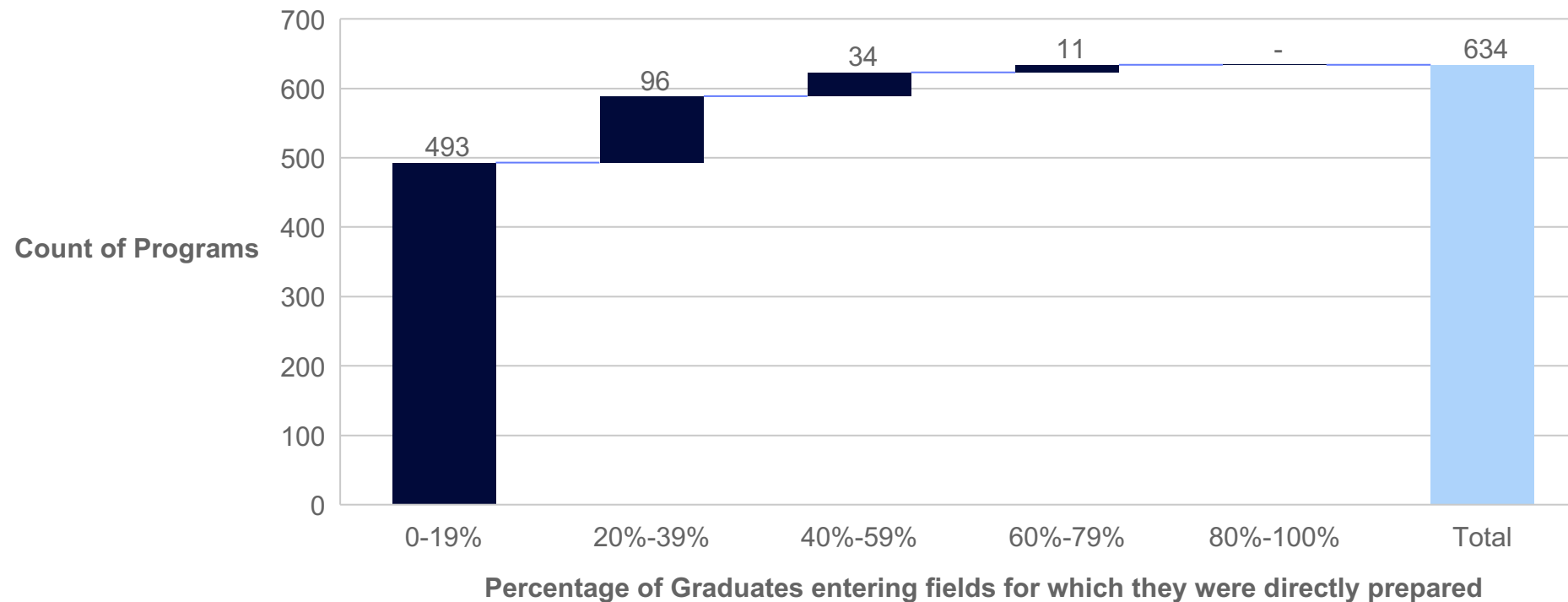
### Financial Planning

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## 77% of programs place less than 20% of graduates in direct prep jobs.

Do Graduates Go into Fields for Which They Are Directly Prepared?



Sources: IES NCES: "CIP SOC Crosswalk", July 2021 <https://nces.ed.gov/ipeds/cipcode/post3.aspx?y=56>,  
US Census, American Community Survey, Gray Analysis. Bachelor degree programs with over 100 completions.



# Commonly available data sources only count direct prep jobs.

## Human Services majors align with three occupations in a traditional direct prep construct.

- Gray DI data on almost 16,000 Associate in Human Services program graduates identifies 675 occupations.
- Human Services graduates work in 145 industries and 22,060 companies.

### Myth

NCES
Community and Social Service Specialists, All Other
Social and Community Service Managers
Social and Human Service Assistants

### Reality

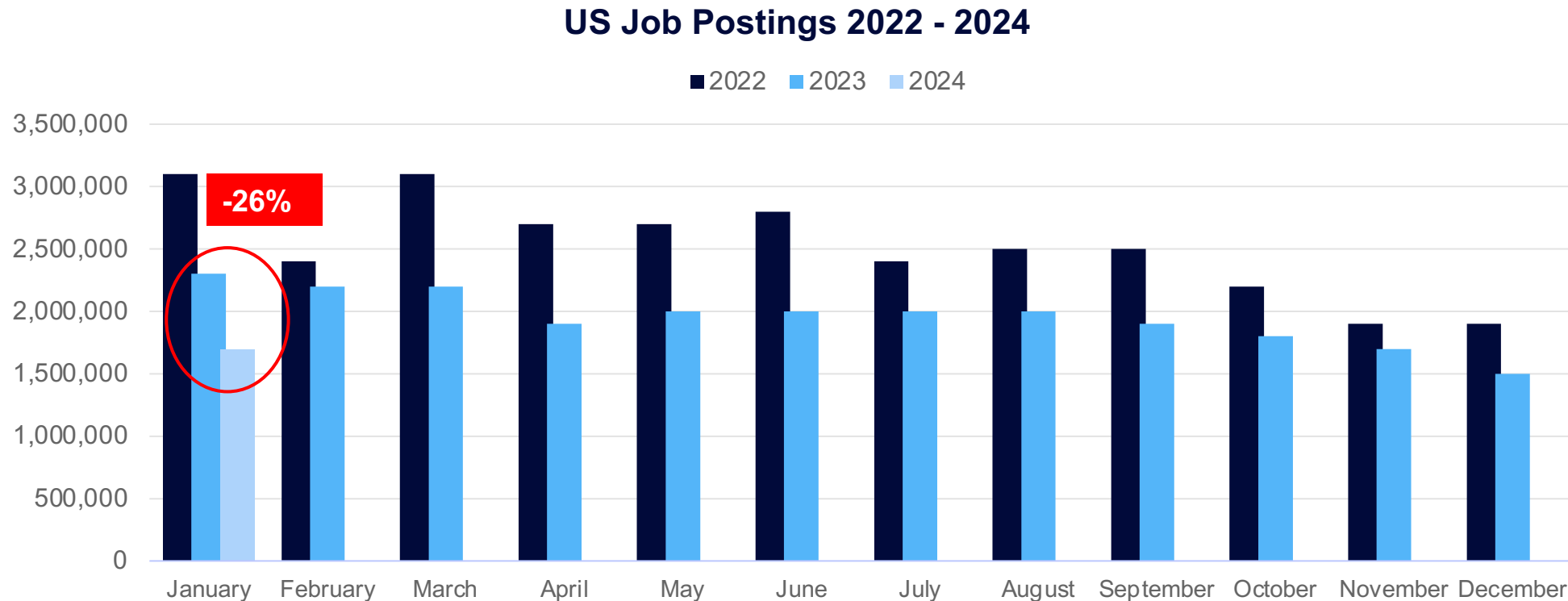
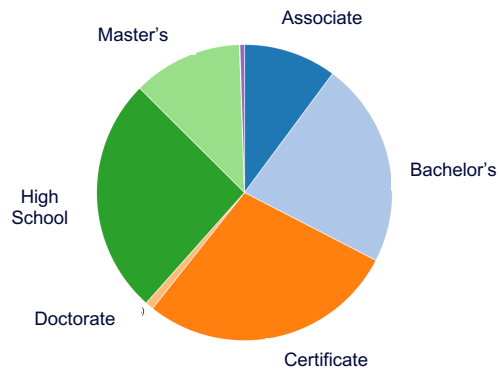
#### Highest Volume of Occupations, Entry-Level Associate in Human Services

Social and Community Service Managers	506
Home Health and Personal Care Aides	467
General and Operations Managers	431
Child, Family, and School Social Workers	418
Executive Administrative Assistants	406
Customer Service Representatives	383
Managers, Other	304
Project Mgmt and Business Ops Spcts	279
Human Resources Specialists	275
Teaching Assistants	271



# US Job Postings Trends

January 2024 job postings dropped 26% year-over-year.



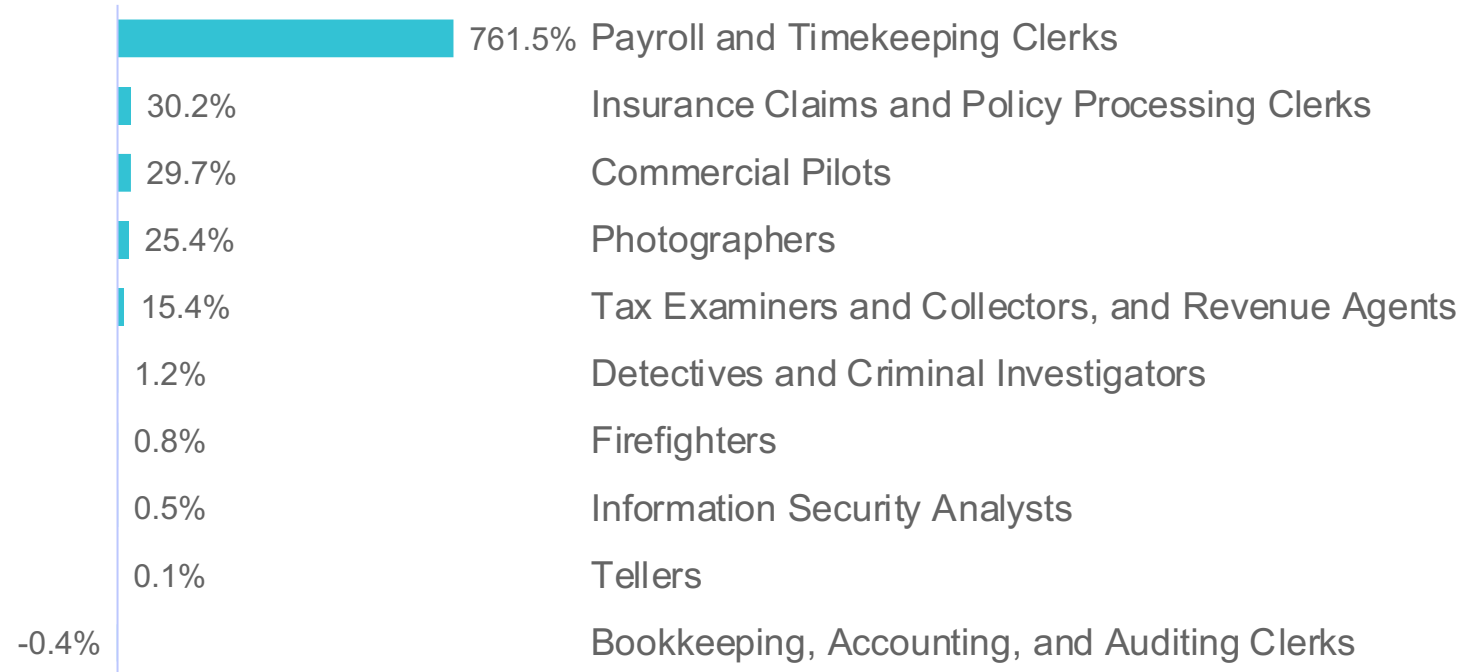
Source: PES Job Postings Dashboard



## Which occupations have growing demand?

### US Fastest-Growing Occupations\*

Associate and Certificate, January 2024

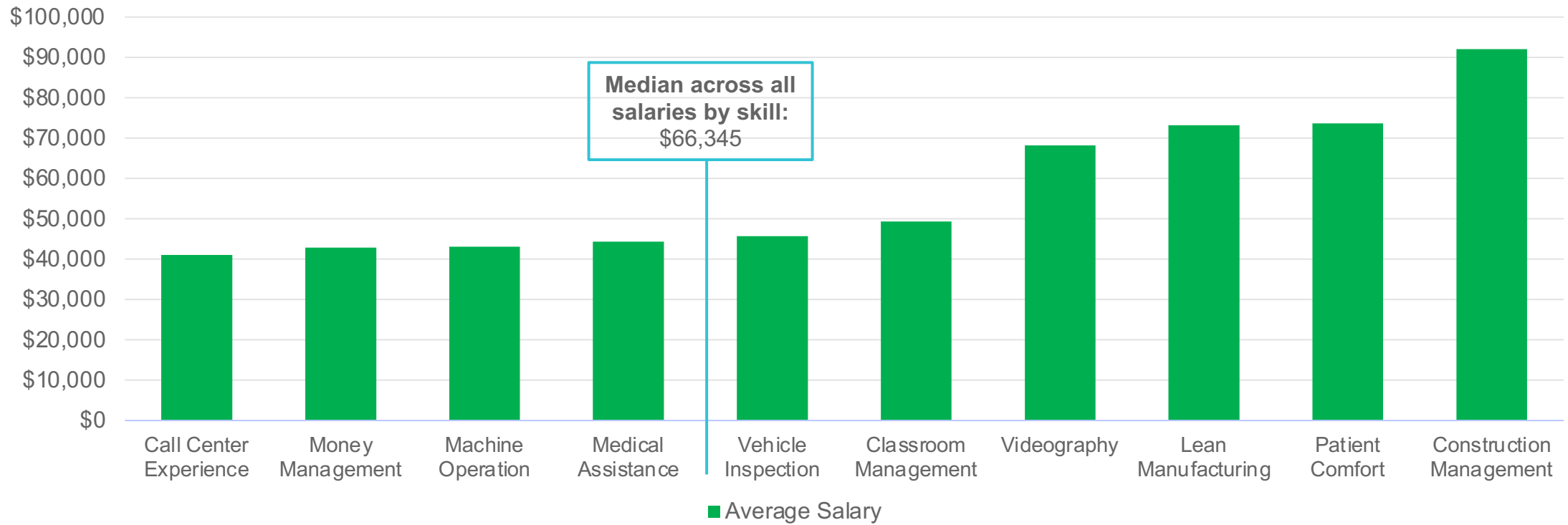


\*Minimum 200 jobs January 2024  
Excludes unskilled labor



## Wages by Skill

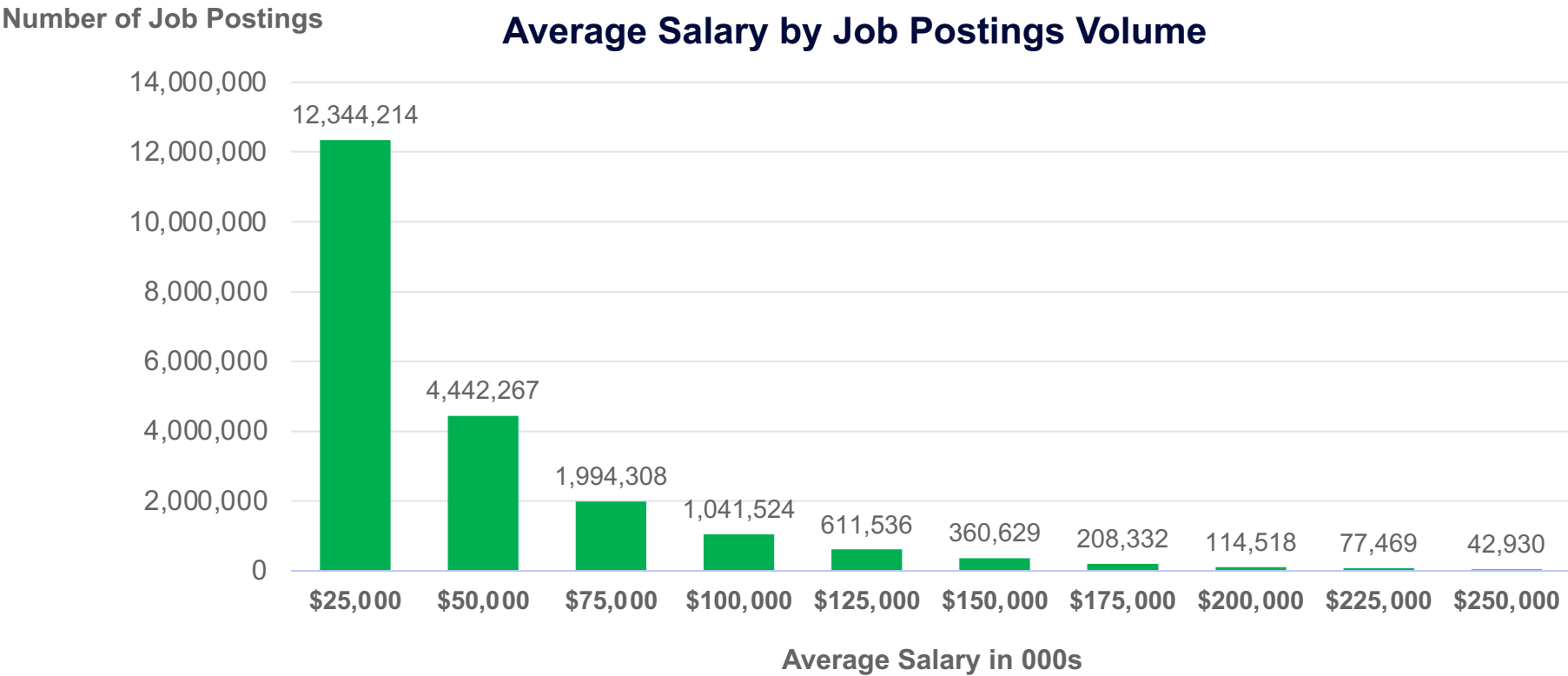
Average annual salary across all job postings that list this skill





# US Average Salary by \$25,000 groups.

58% of job postings have a \$25,000 average salary. 0.2% have a \$250,000 average.





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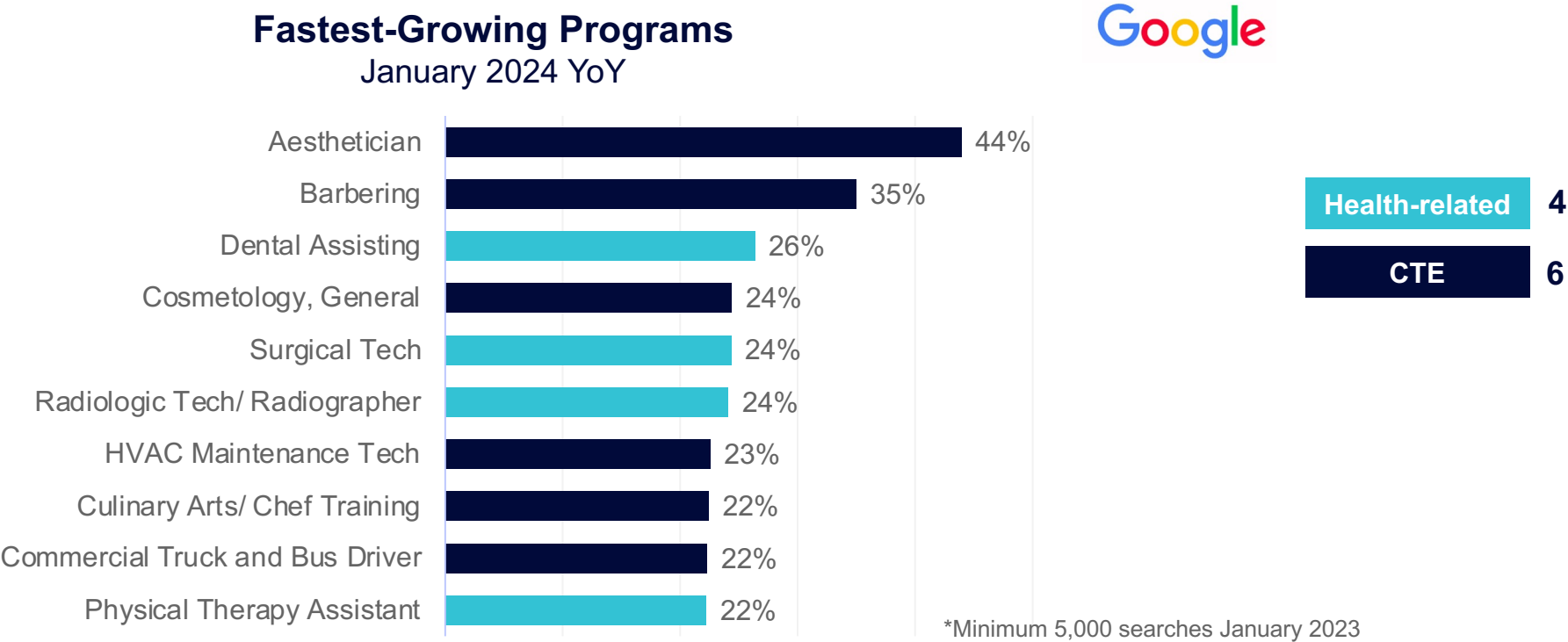




# New York

## Google: New York Fastest-Growing Programs

In January, searches for Aesthetics increased 44% year-over-year.



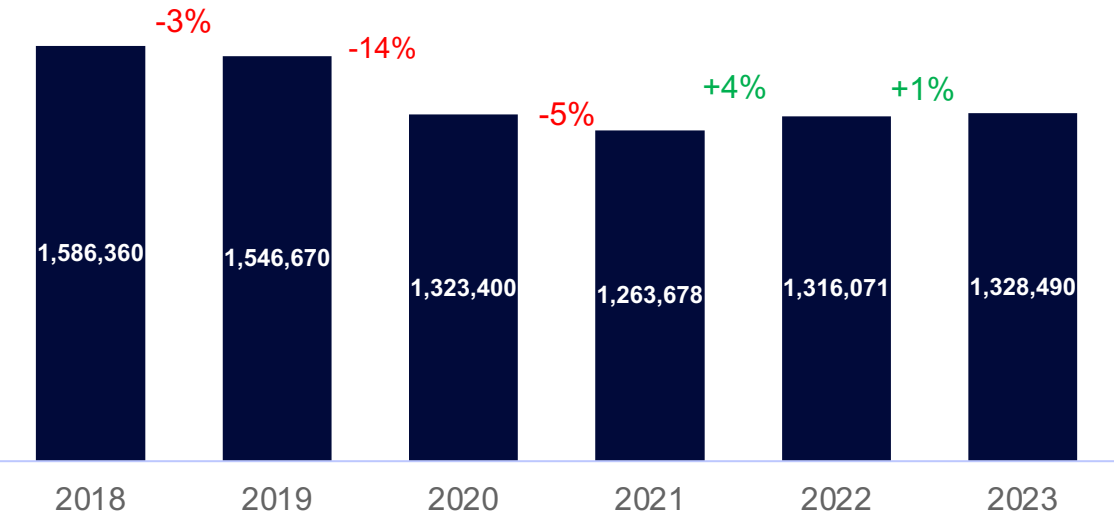




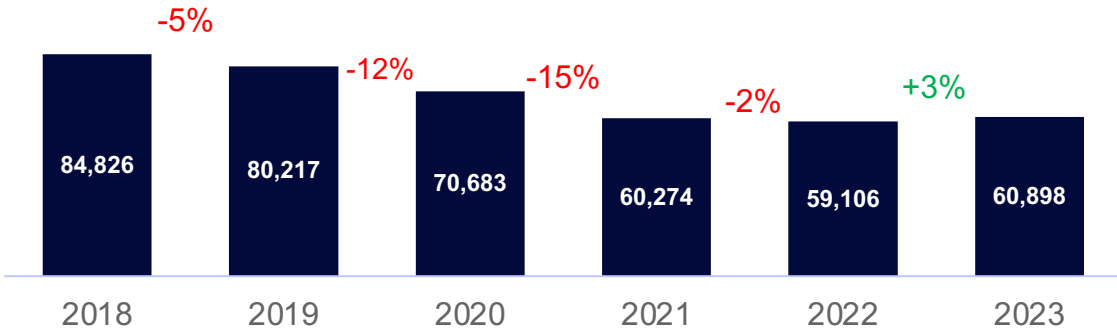
State, county, and city data usually differ from national data.

For associate and certificate new enrollment, New York grew 3% year-over-year.

**New US Fall Enrollment -**  
Associate and Below, 2018 - 2023



**New NY Fall Enrollment -**  
Associate and Below, 2018 - 2023

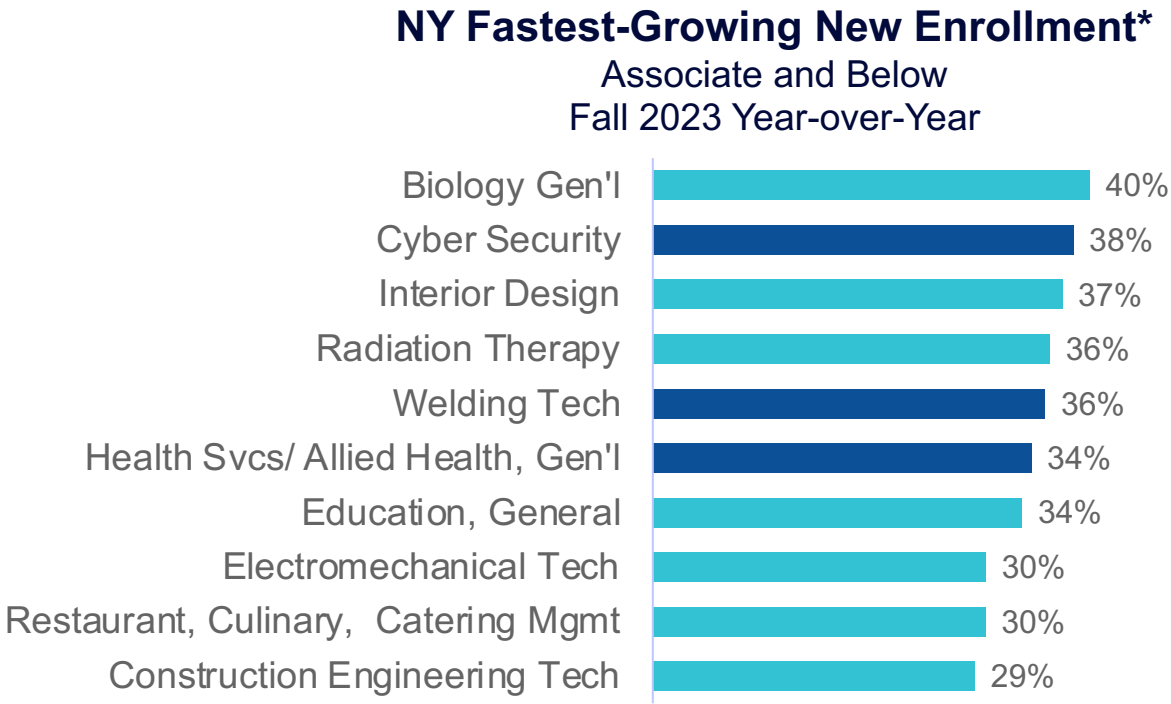


Source: PES Student Enrollment Dashboard



# Fall 2023 Fastest-Growing NY New Enrollment: Associate and Below

Only three of the fastest-growing programs in NY overlapped with the national 10.



Overlap

National 10 Fastest-Growing
Health Svcs/Allied Health
Cybersecurity
Business Operations Specialist
Nursing Assistant
Culinary Arts
Radiographer
Electrician
Marketing
Welding Tech
Diesel Mechanics Tech

Source: PES Program Enrollment Dashboard

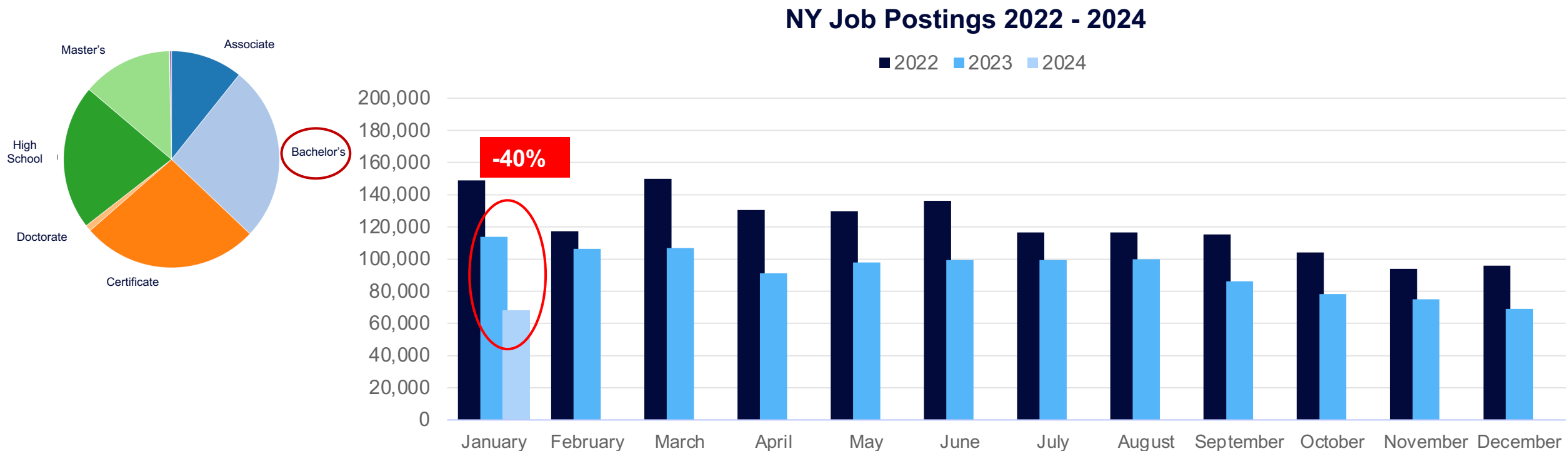
\*Minimum enrollment prior year: 100



# New York Job Postings Trends

In January 2024, New York job postings dropped 40% across all degree levels.

- Over 26% of postings required a bachelor's degree – slightly lower than certificate.

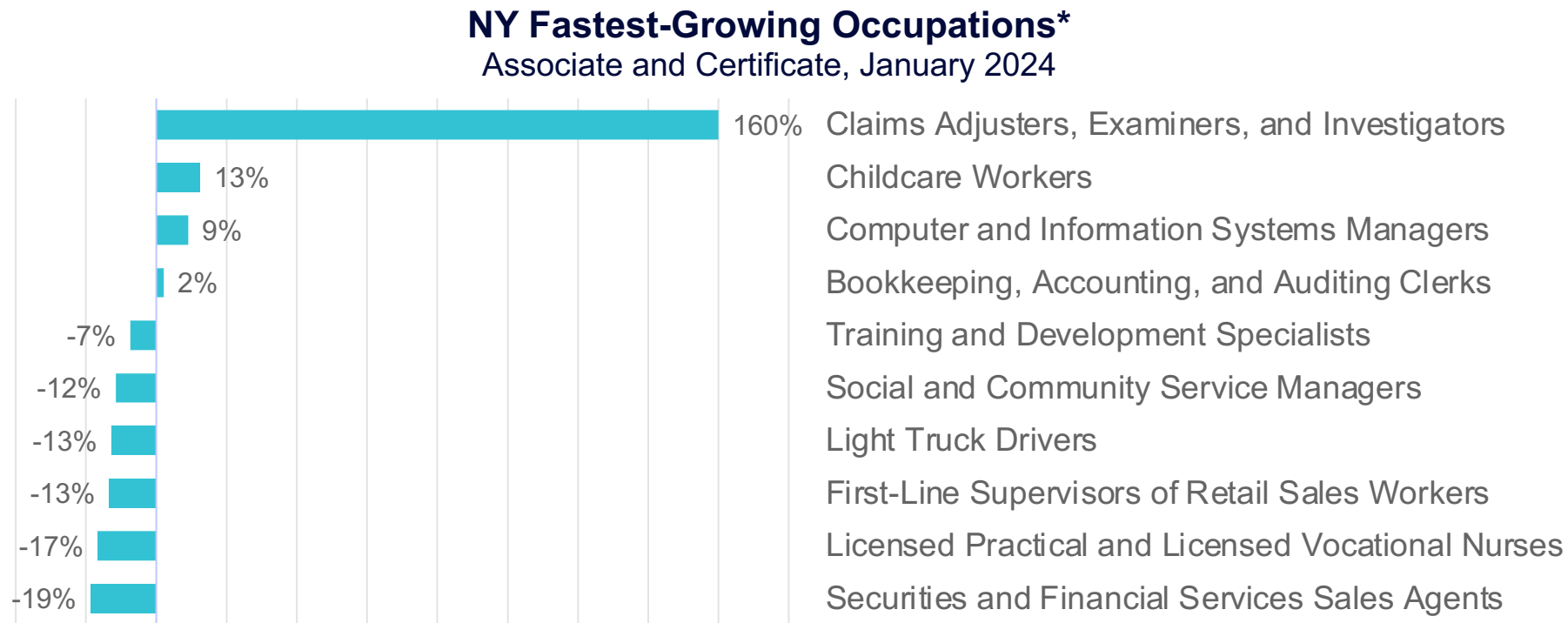


Source: PES Job Postings Dashboard



# New York Job trends

In January, Claims Adjusters grew 160% year-over-year.



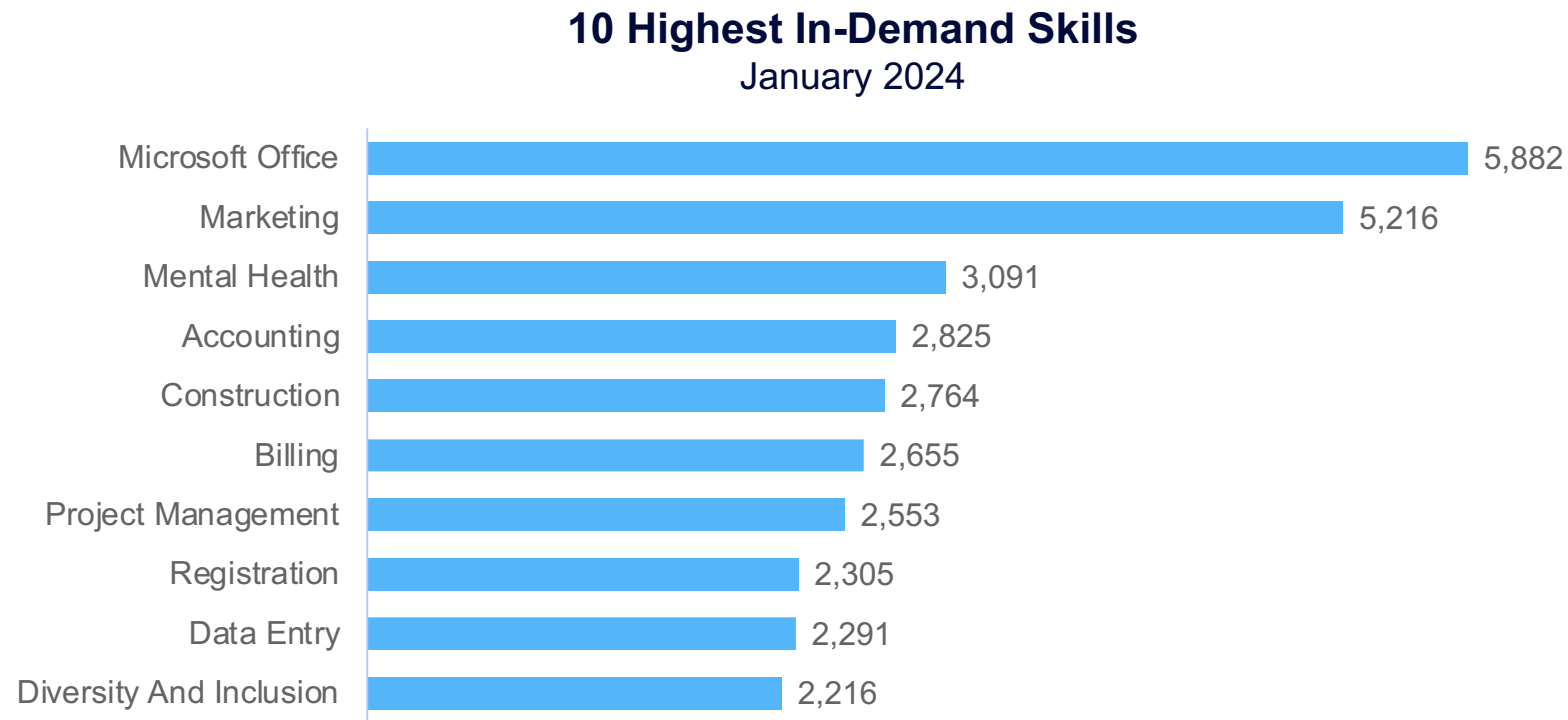
Source: PES Job Postings Dashboard

\*Minimum 20 jobs January 2024  
Excludes unskilled labor



# New York Highest Demand Skills

In January 2024, Microsoft Office had the highest demand.



Source: PES Job Postings Dashboard

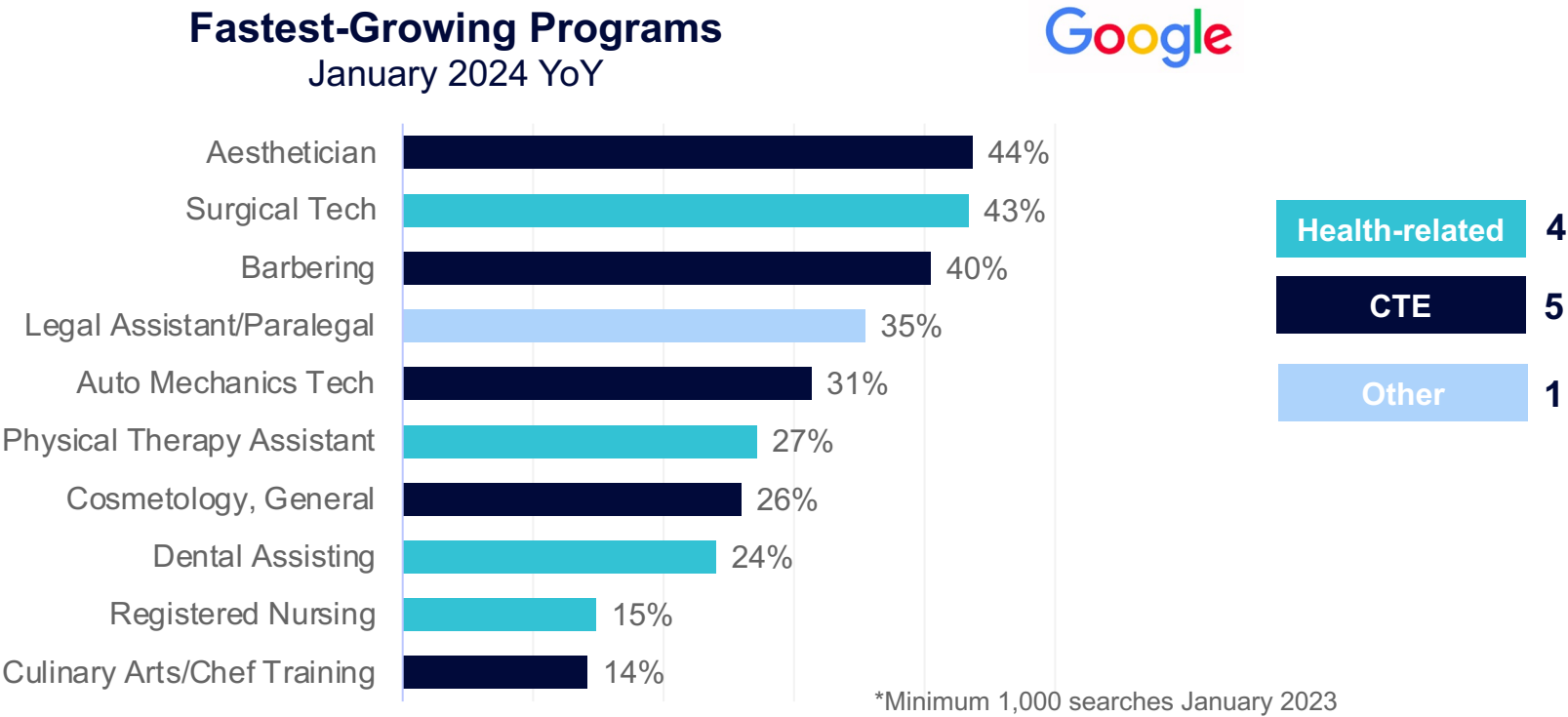




# Indiana

## Google: Indiana's Fastest-Growing Programs

In January, searches for Aesthetics increased 44% year-over-year.

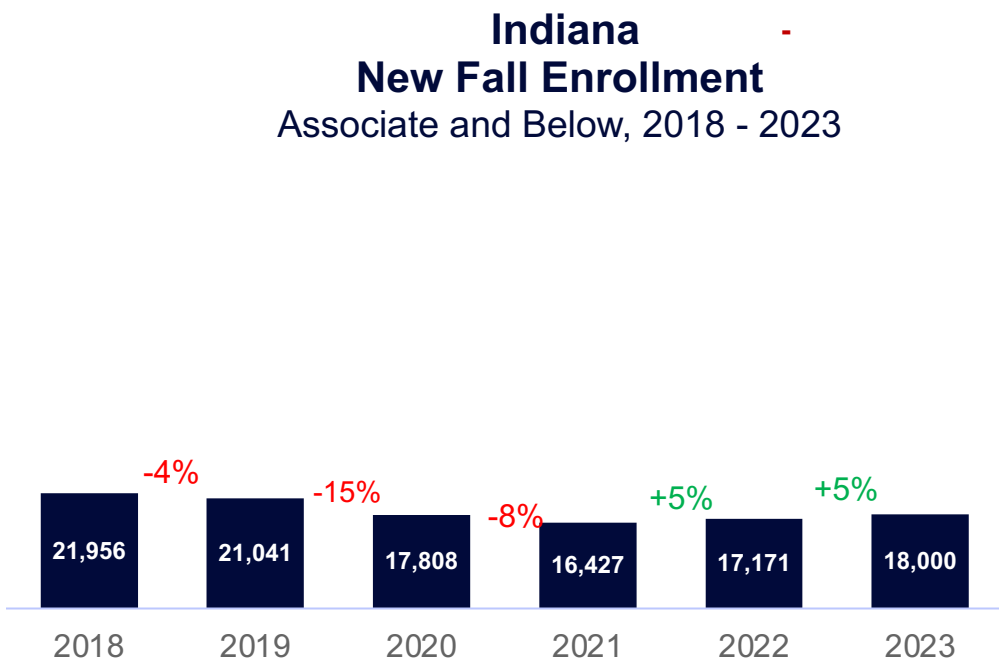
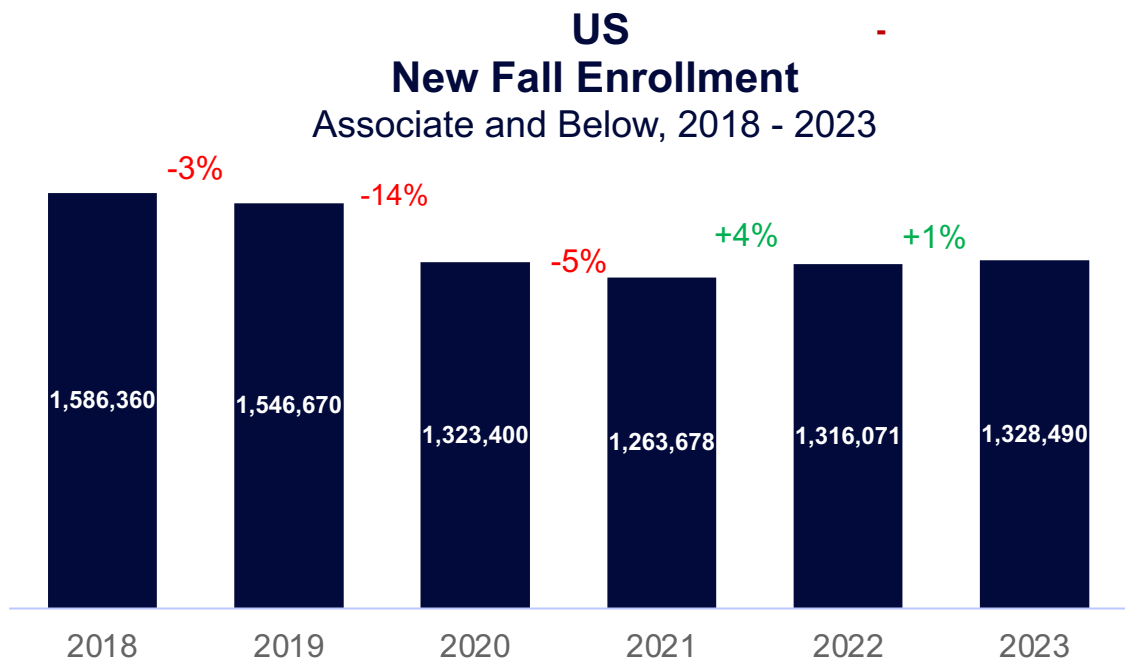


Source: PES Keyword Search Dashboard



State, county, and city data usually differ from national data.

Indiana exceeded US new fall enrollment growth in the past two fall terms.



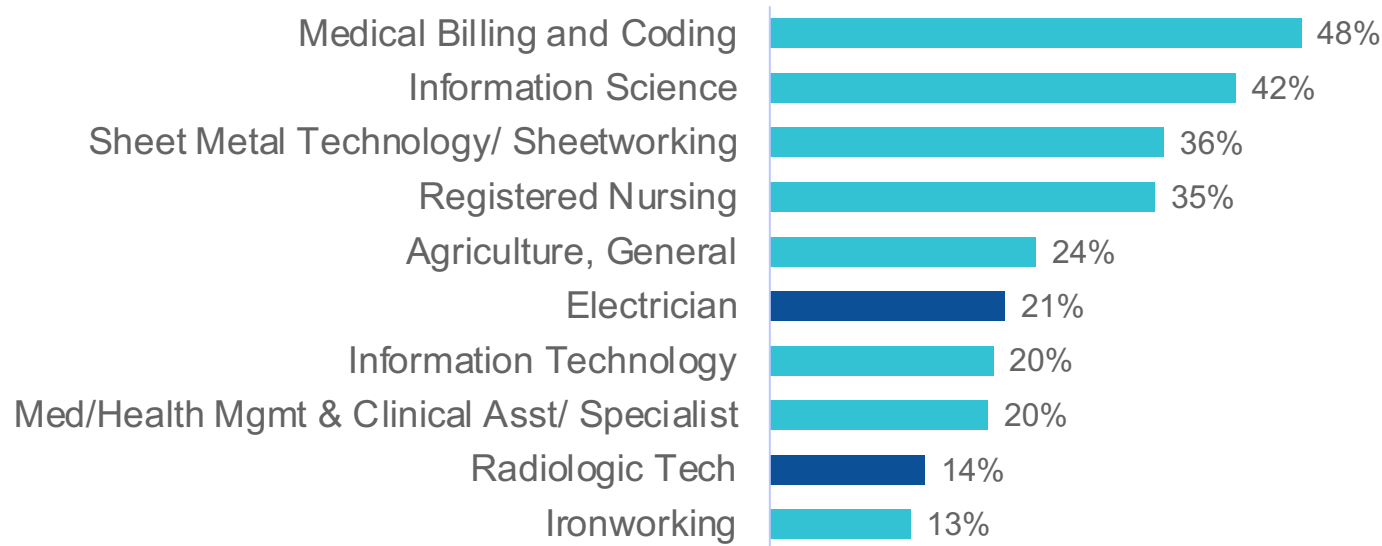


## Fall 2023 Fastest-Growing Indiana New Enrollment: Associate and Below

Only two of the fastest-growing programs in Indiana overlapped with the national 10.

### Indiana Fastest-Growing New Enrollment\*

Associate and Below  
Fall 2023 Year-over-Year



### National 10 Fastest-Growing

Health Svcs/Allied Health

Cybersecurity

Business Operations  
Specialist

Nursing Assistant

Culinary Arts

Radiographer

Electrician

Marketing

Welding Tech

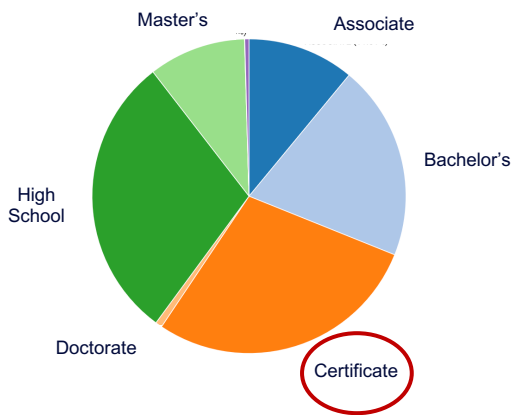
Diesel Mechanics Tech



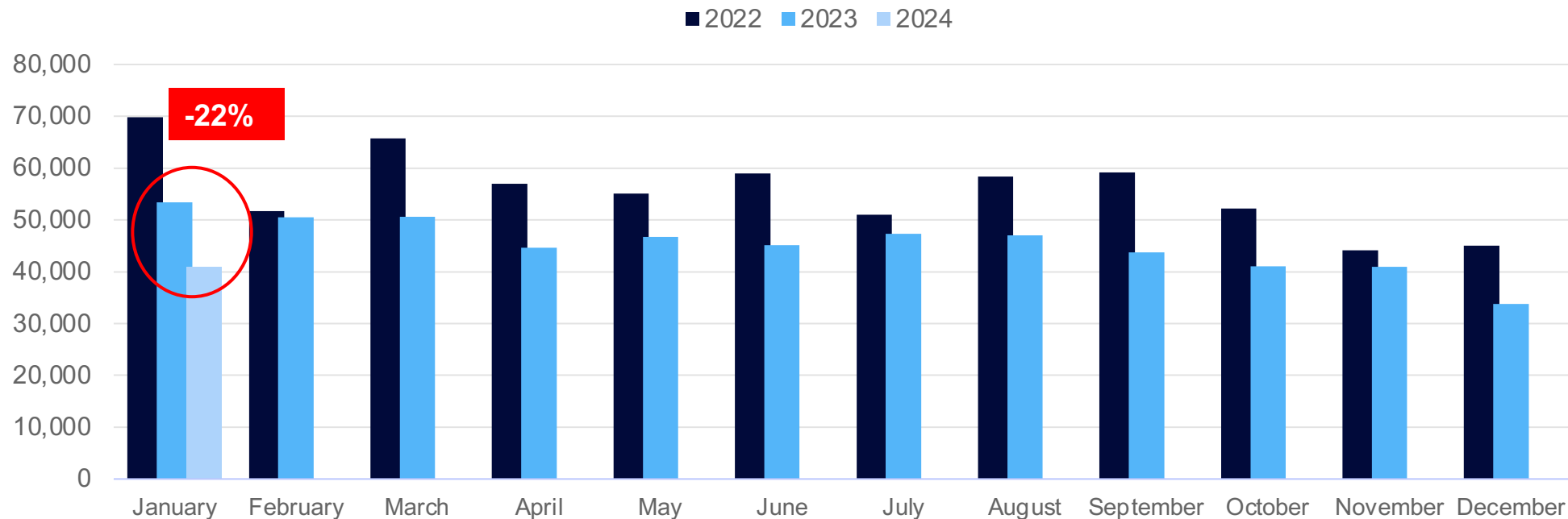
# Indiana Job Postings Trends

In January 2024, Indiana job postings dropped 22% across all degree levels.

- Over 28% of postings required a certificate.



Indiana Job Postings 2023 - 2024

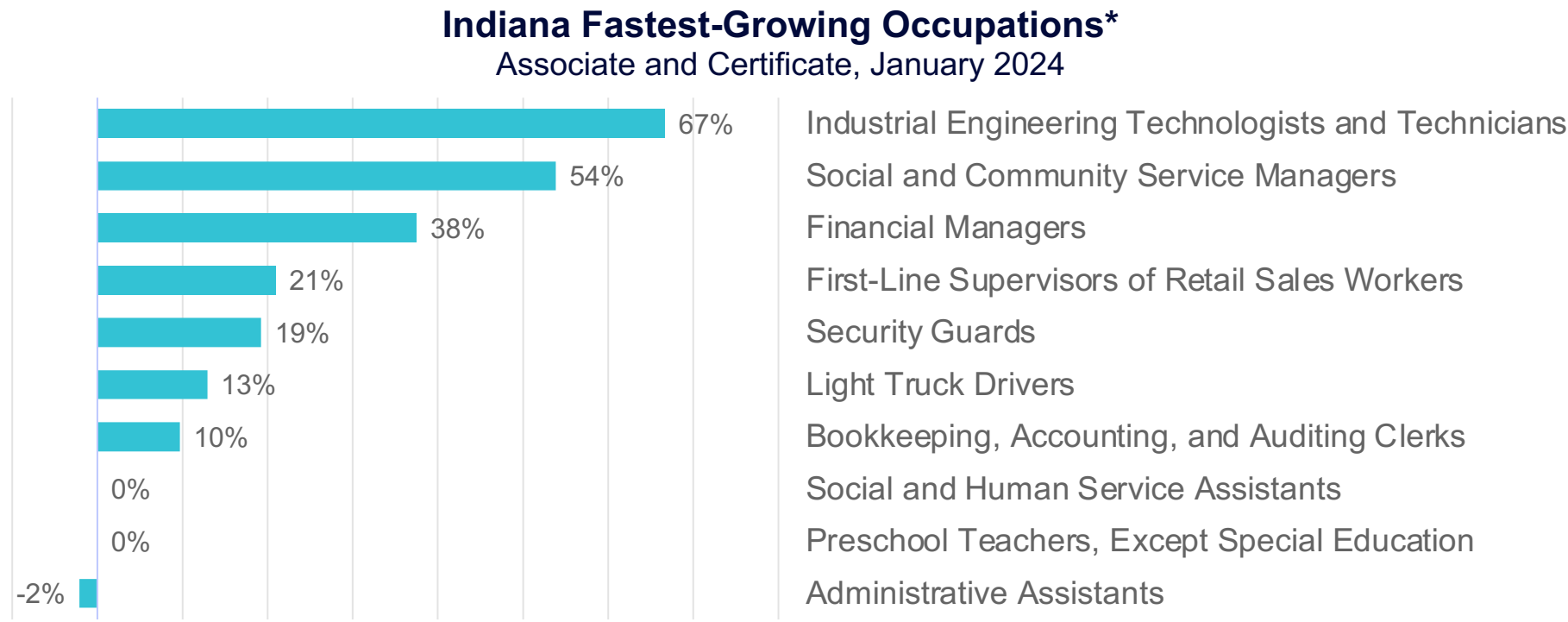


Source: PES Job Postings Dashboard



# Jobs trends

In Indiana, Industrial Engineering Techs grew 67% year-over-year.



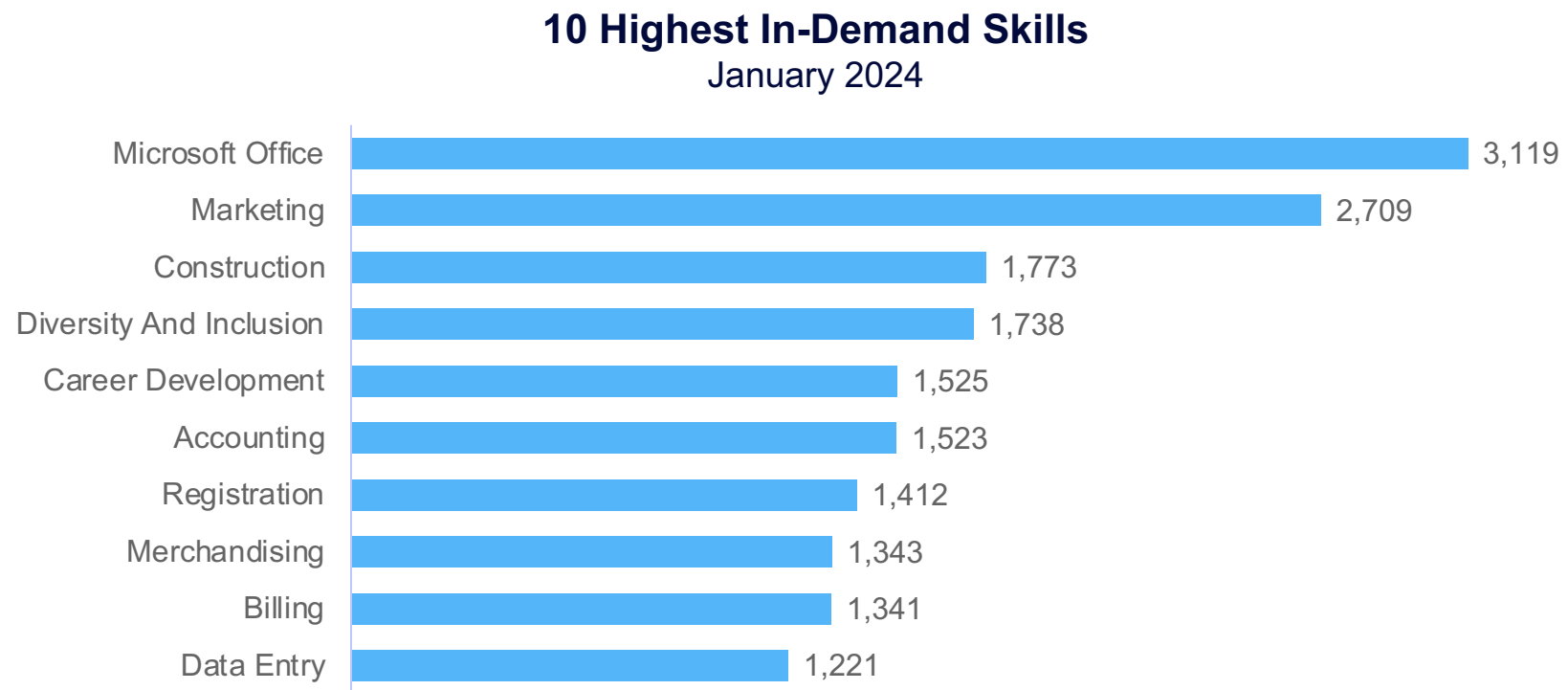
Source: PES Job Postings Dashboard

\*Minimum 20 jobs January 2024  
Excludes unskilled labor



# Indiana Highest Demand Skills

In January 2024, Microsoft Office had the highest demand.



Source: PES Job Postings Dashboard

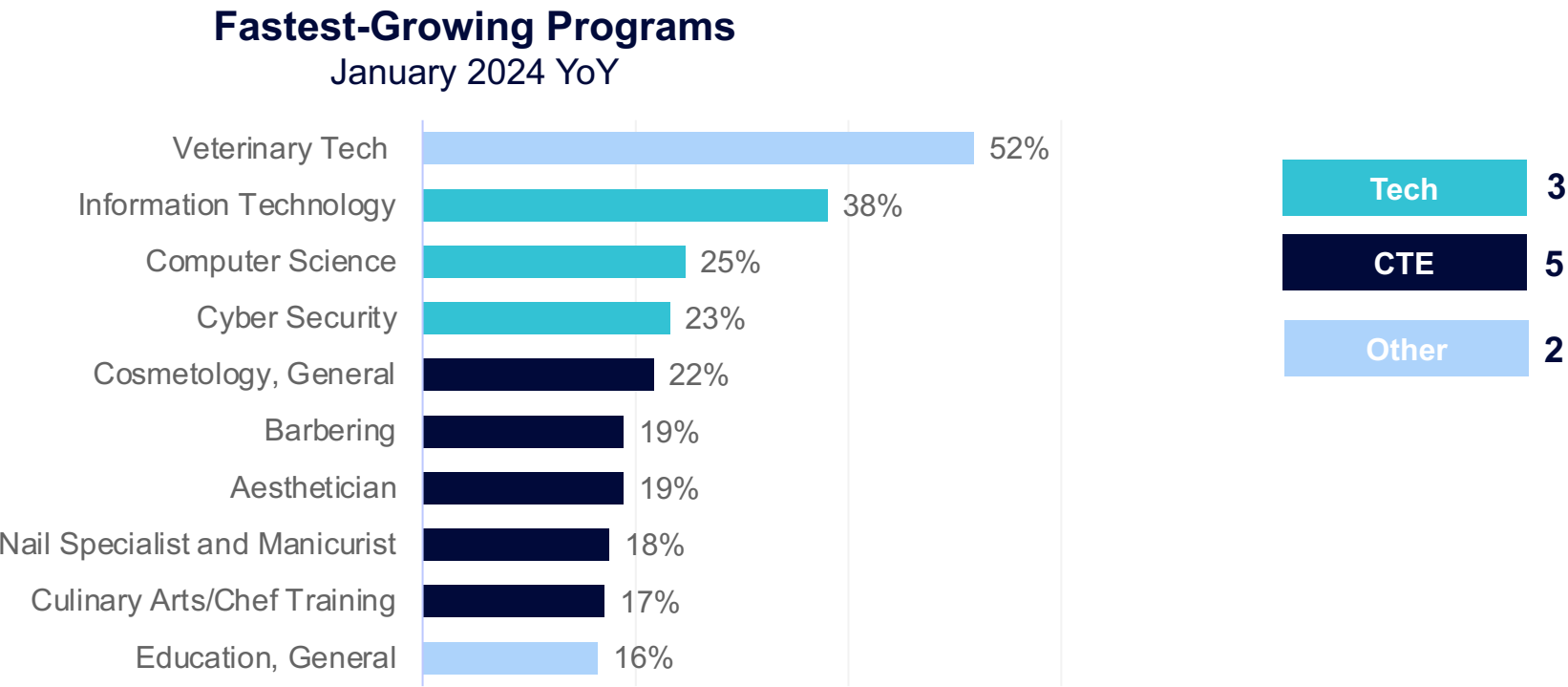




# Oregon

## Google: Oregon's Fastest-Growing Programs

In January, searches for Veterinary Tech rose 52% year-over-year.

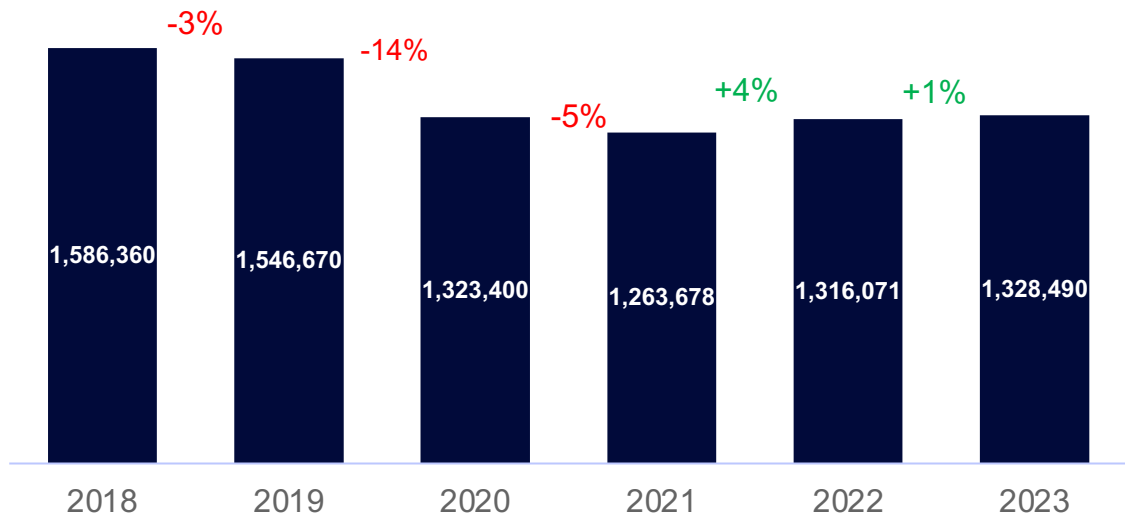




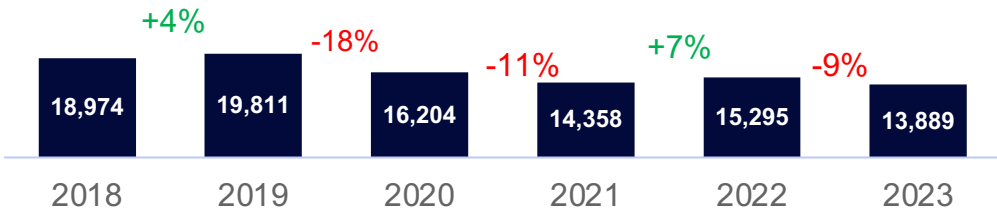
State, county, and city data can differ from national data.

Oregon has had high fluctuations in new enrollment.

**New US Fall Enrollment -**  
Associate and Below, 2018 - 2023



**New OR Fall Enrollment**  
Associate and Below, 2018 - 2023

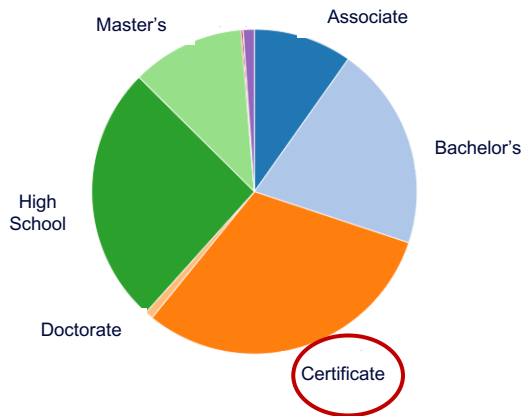




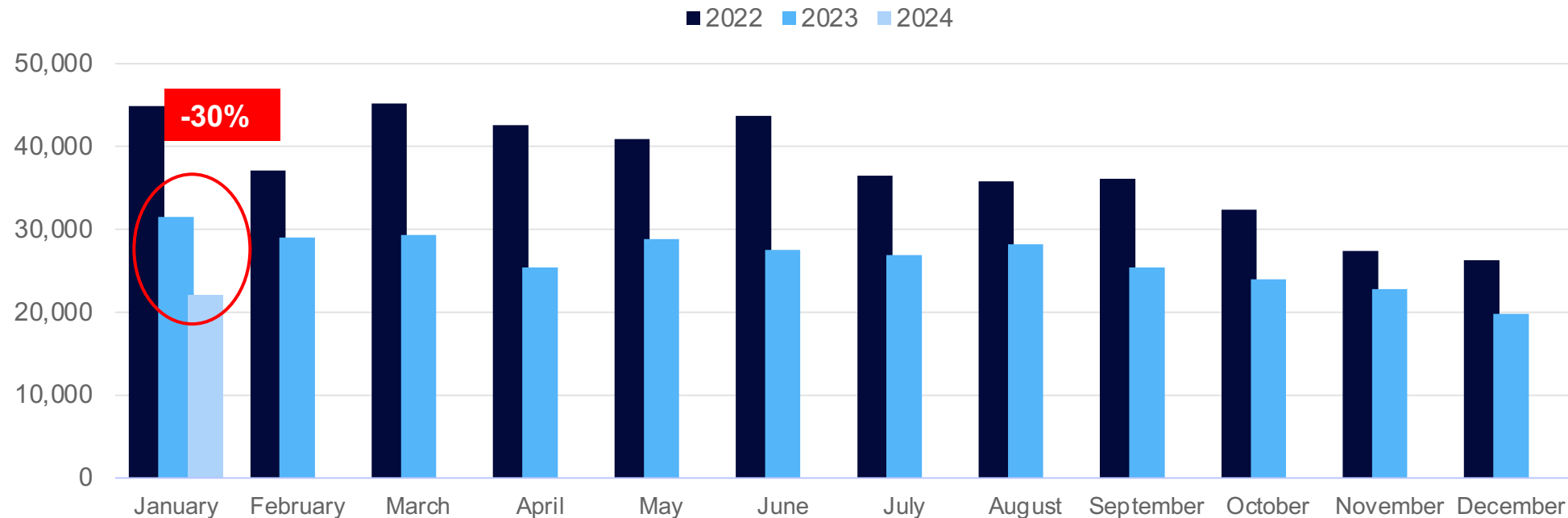
## Oregon Job Postings Trends

**In January 2024, Oregon job postings dropped 30% across all degree levels.**

- Almost 31% of postings required a certificate.



**Oregon Job Postings 2023 - 2024**



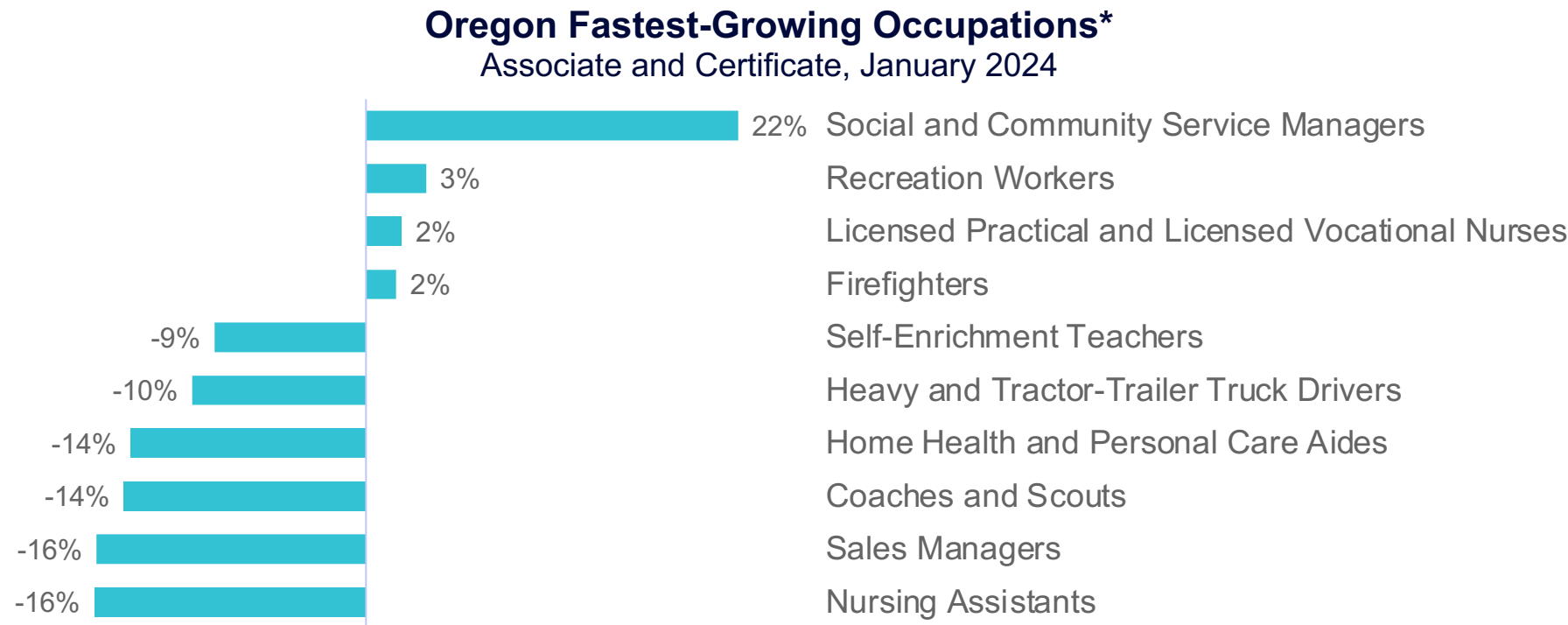
Source: PES Job Postings Dashboard





# Oregon Jobs trends

In January, Social and Community Service Managers grew 22% year-over-year.



Source: PES Job Postings Dashboard

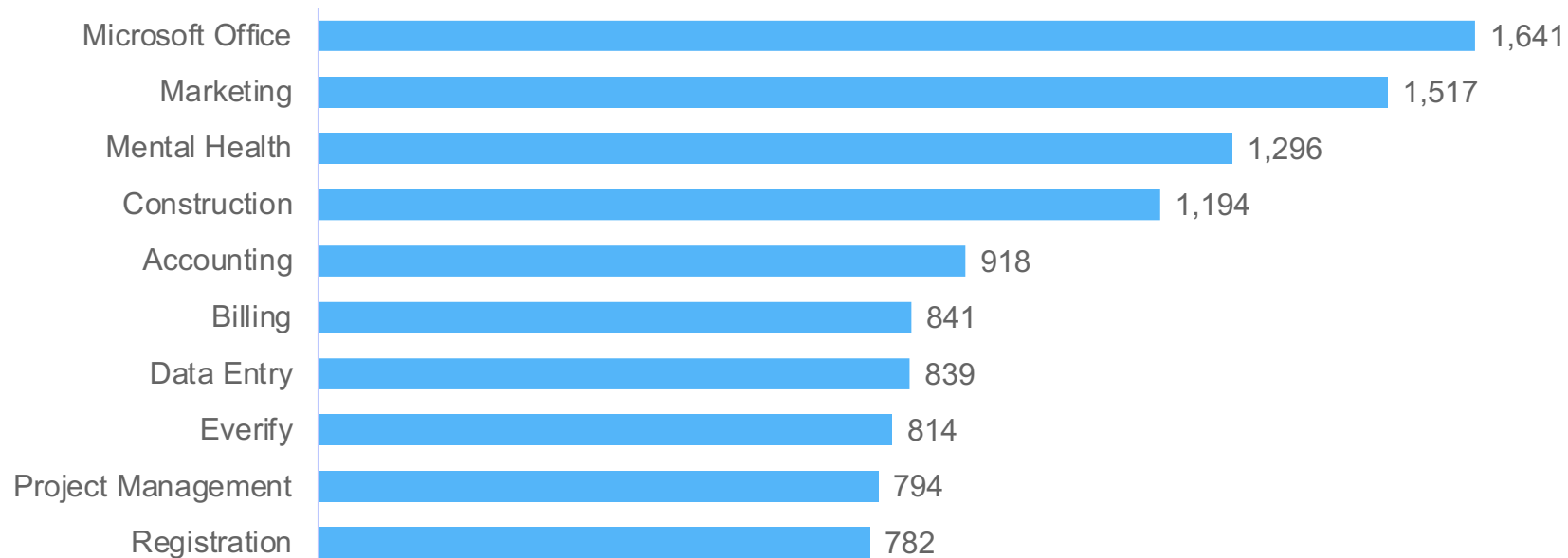
\*Minimum 20 jobs January 2024  
Excludes unskilled labor



## Oregon Highest Demand Skills

In January 2024, Microsoft Office had the highest demand.

10 Highest In-Demand Skills  
January 2024



Source: PES Job Postings Dashboard



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## Summary



Bachelors: 44.0701 Social Work

Breakeven Point

Year 6: Total Enrollment

Year 6: Total Revenue

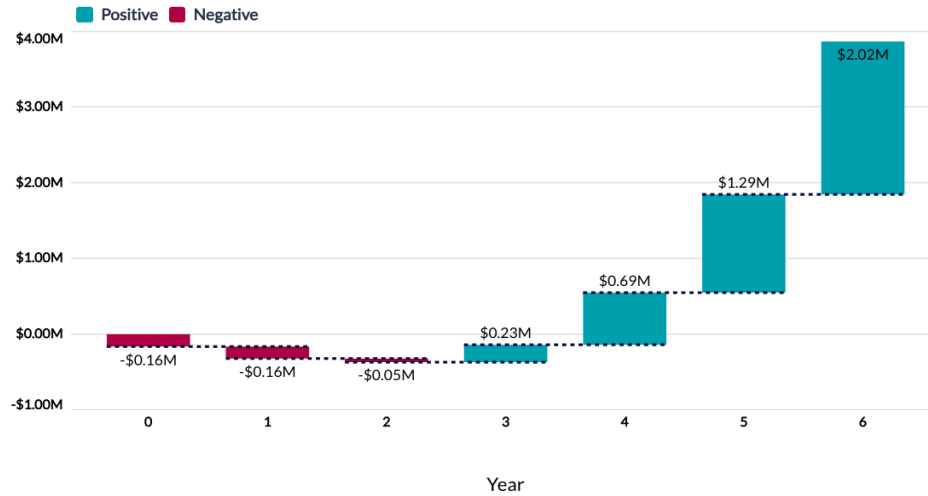
2/28/2024

Year 3

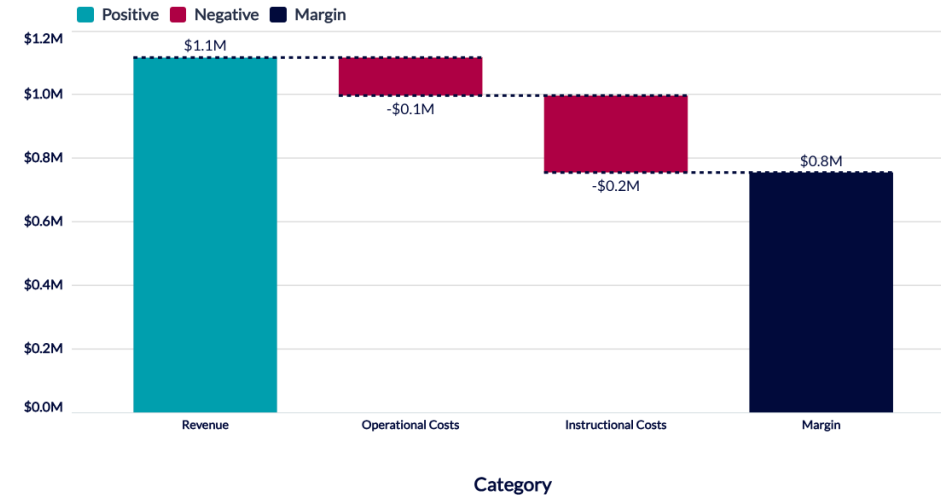
62

\$1,115,836

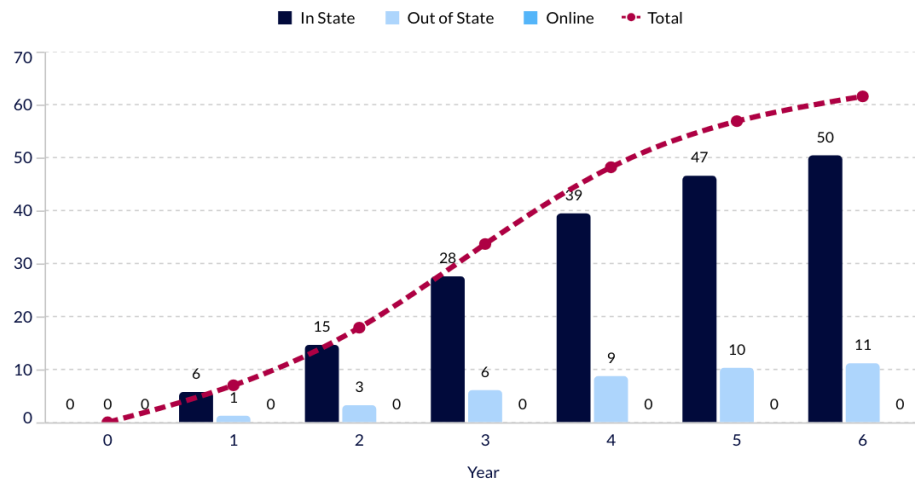
Cash Flow by Year



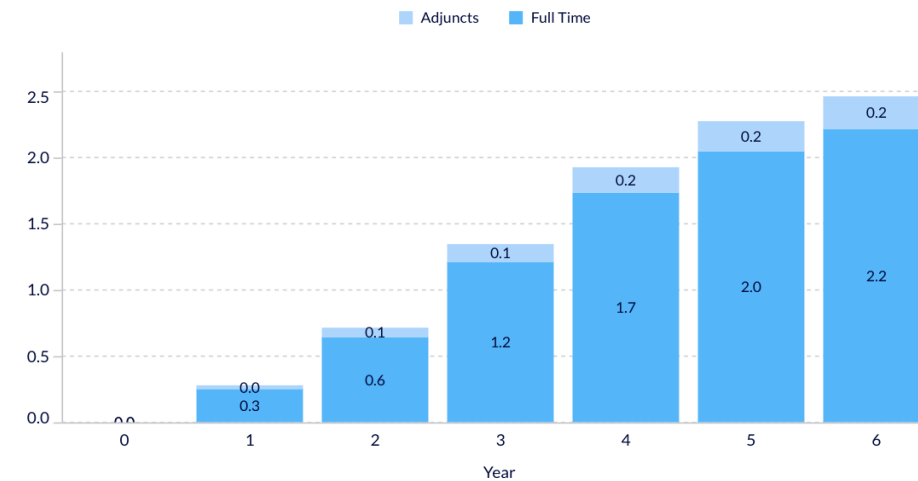
Year 6 Margins



Enrollment by Year



Faculty & Adjunct FTEs by Year





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## Summary

- In January, Google searches for academic programs rose 4% year-over-year.
  - Digital Marketing grew by 102%.
  - Google cost-per-click fell 3%.
- Fall certificate new enrollment is up 1% year-over-year.
  - Associate enrollment rose 0.8%.
- Autobody/Collision Repair Tech new enrollment grew by 39% at the certificate level.
  - Sonography/Ultrasound Tech grew 33% at the associate level.
- Most traditional labor market sources rely on direct prep crosswalks.
  - Associate in Human Services grads go into 675 occupations – not three.
    - The fastest-growing national job posting was Payroll and Timekeeping Clerks.
- Academic program data can vary significantly by state.
  - Indiana's new enrollment growth was 5% year-over-year, compared to 1% nationally.
  - Oregon's 10 fastest-growing programs for new enrollment had no overlap when compared to national.
  - New York's 10 fastest-growing jobs shared one in common with the US job posting growth.



# Upcoming webinars

Topic	Date
Demand Trends Webcast: Community Colleges	Wednesday March 27 <sup>th</sup> at 2 PM ET
Demand Trends Webcast: Bachelor’s and Above	Thursday March 28 <sup>th</sup> at 2 PM ET

Listen on Spotify



Listen on Apple



# 2024 Master Class on Academic Program Evaluation

I. Market Demand for Academic Program Growth	March 5 <sup>th</sup> , 2 PM ET
II. Program Economics and Curricular Efficiency	March 12 <sup>th</sup> , 2 PM ET
III. Program Management: Data, Process, and Key Decisions	March 19 <sup>th</sup> , 2 PM ET
IV. Advanced Analytics and AI	March 26 <sup>th</sup> , 2 PM ET