



Demand for Higher-Education Programs

April 24, 2024

Agenda

Why a Program Evaluation System?

Student Demand

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

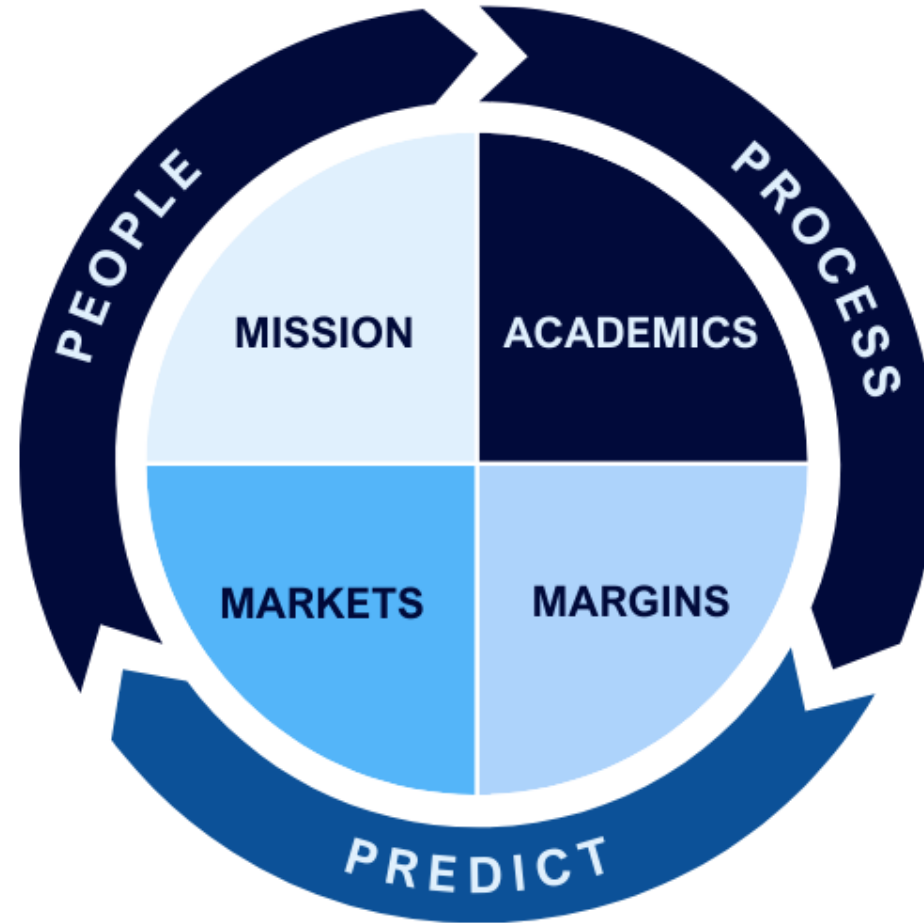
National Employment: Current Indicators

Local Matters: Georgia, Montana, Virginia

Summary



An academic Program Evaluation System enables growth and sustainable financials.





Why bother?

- **Well-informed program evaluation increases revenue:**
 - Pick the right new programs
 - Invest in the right programs to grow

- **Program Economics helps to streamline cost, without disruption:**
 - Identify under enrolled courses and sections
 - Reduce faculty course loads and re-invest in growth
 - Sustain more streamlined programs

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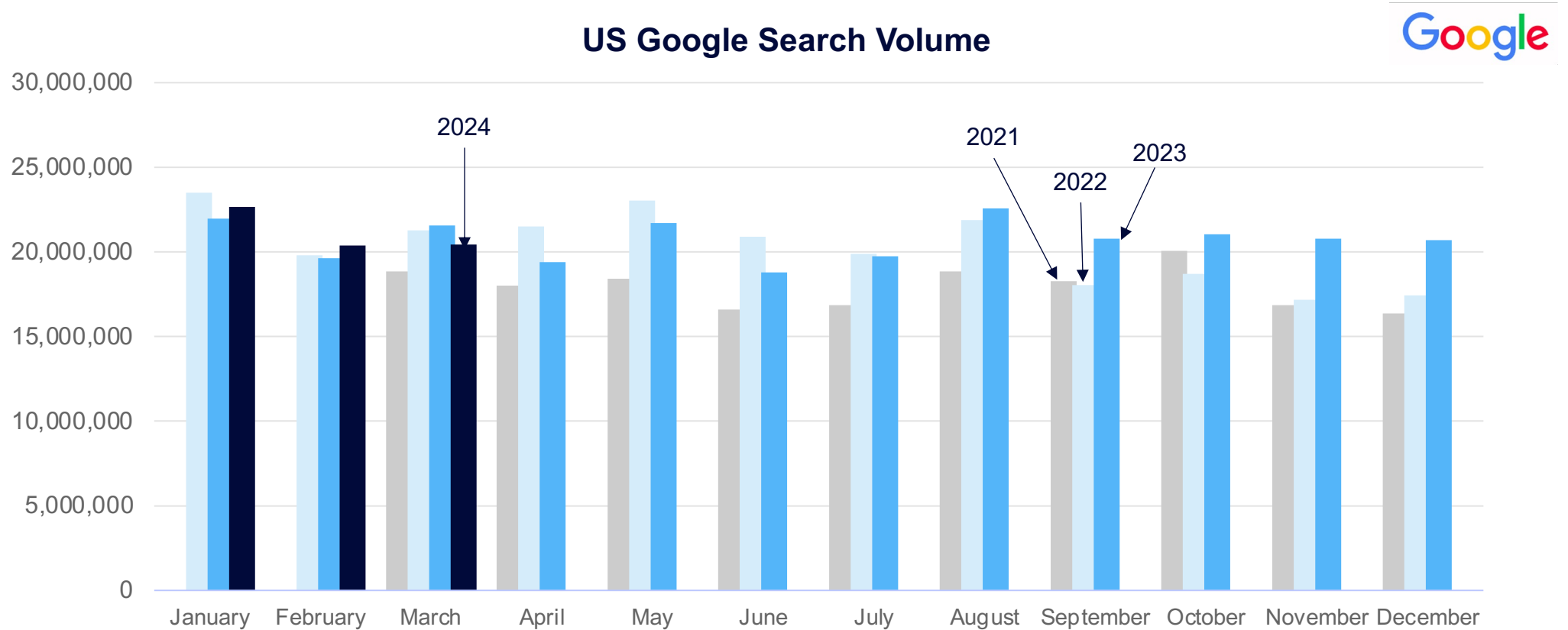
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“Google” Search Trends: Programs

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

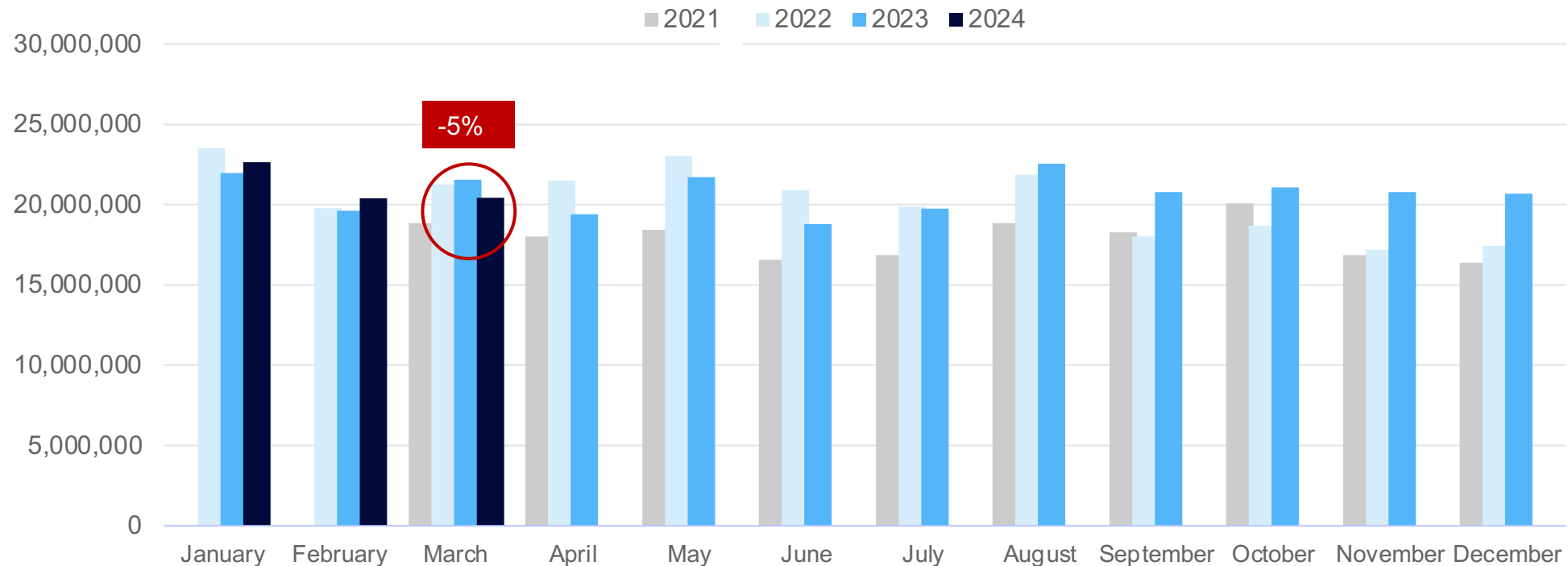


Source: PES Keyword Search Dashboard

Google Search Trends: Programs

In March 2024, Google searches dropped 5% year-over-year, but beat February.

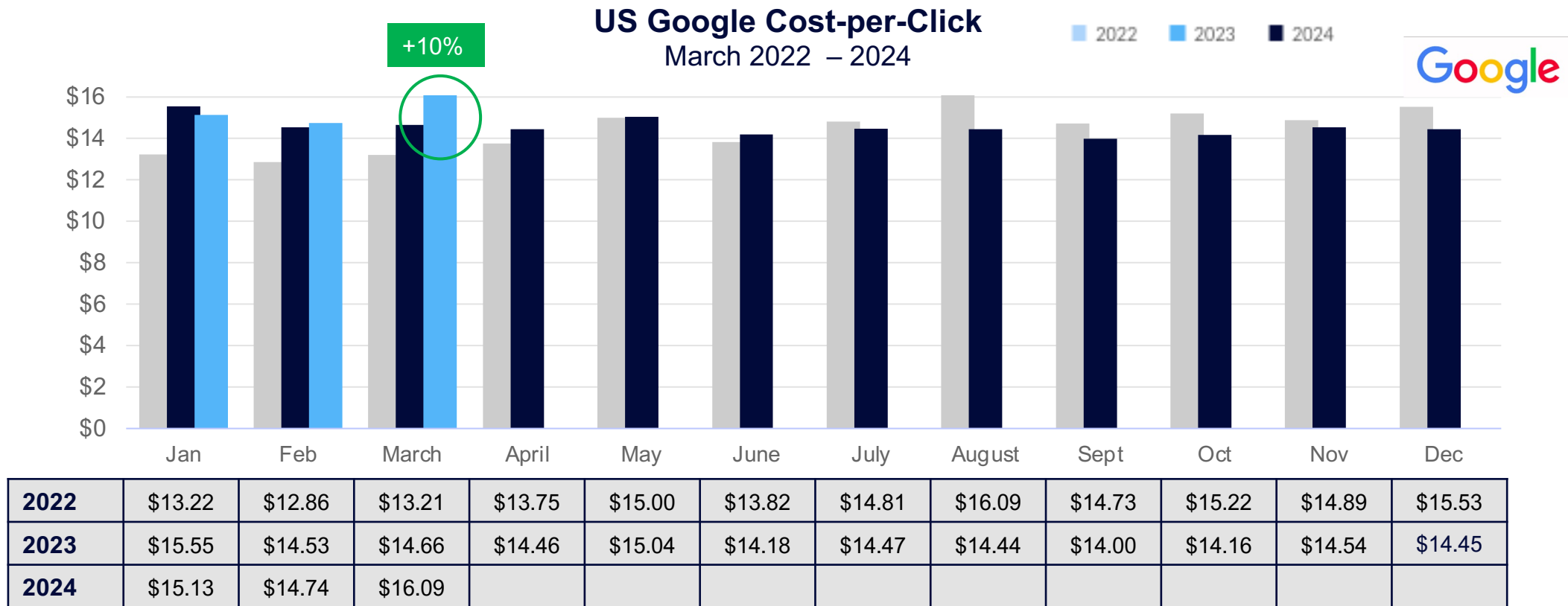
US Google Search Volume



Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

In March 2024, the average Google cost-per-click increased 10% year-over-year.



Google searches for Academic Programs

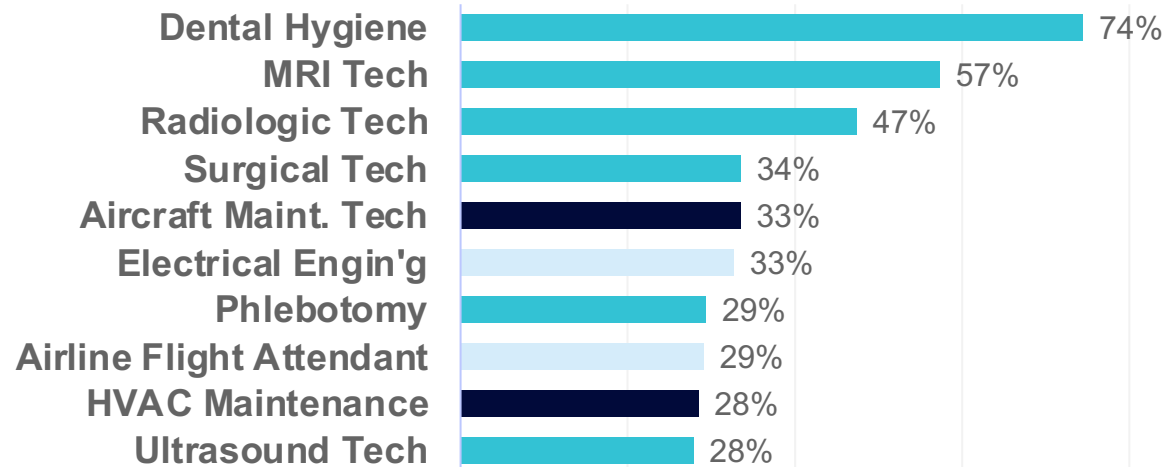


In March, searches for Dental Hygiene programs increased 74% year-over-year.

- Business programs had the highest volume of searches at 580,000 but dropped 5% year-over-year.

US Fastest-Growing Programs

March 2024 YoY



Computing	0
Health	6
CTE	2
Other	2

*Minimum 10,000 searches March 2023

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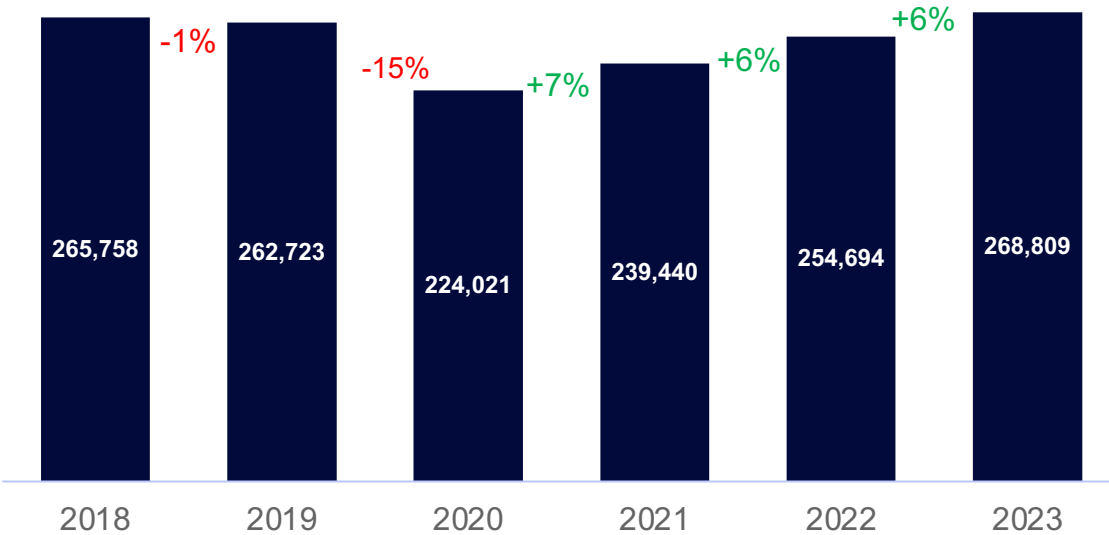
Summary

Fall New Student Enrollment

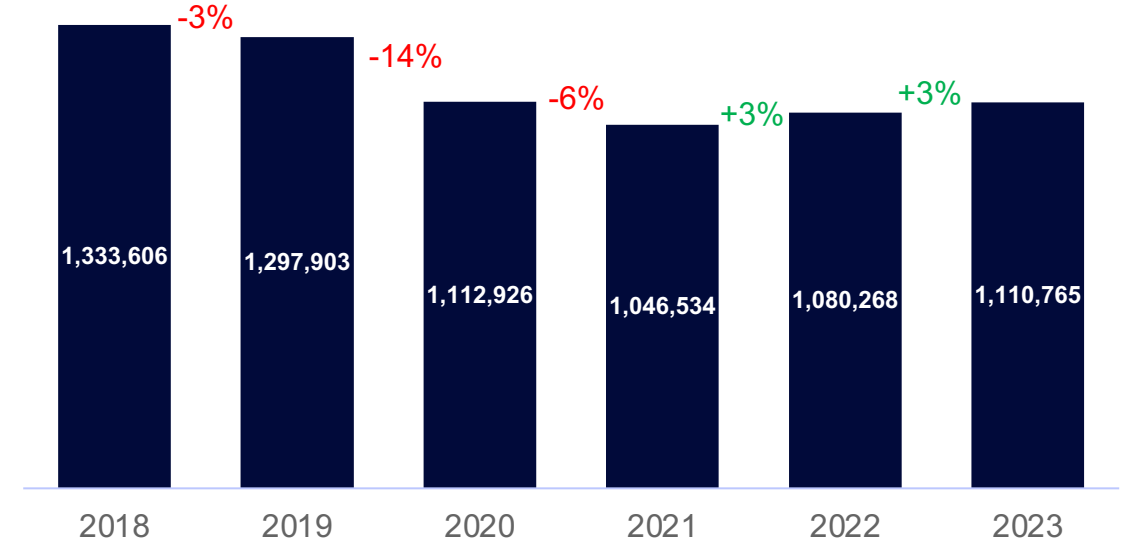
In Fall 2023, US new enrollment rose 6% for certificates and 3% for associate degrees.

Yay!!

New Fall Enrollment
Certificate 2018 - 2023

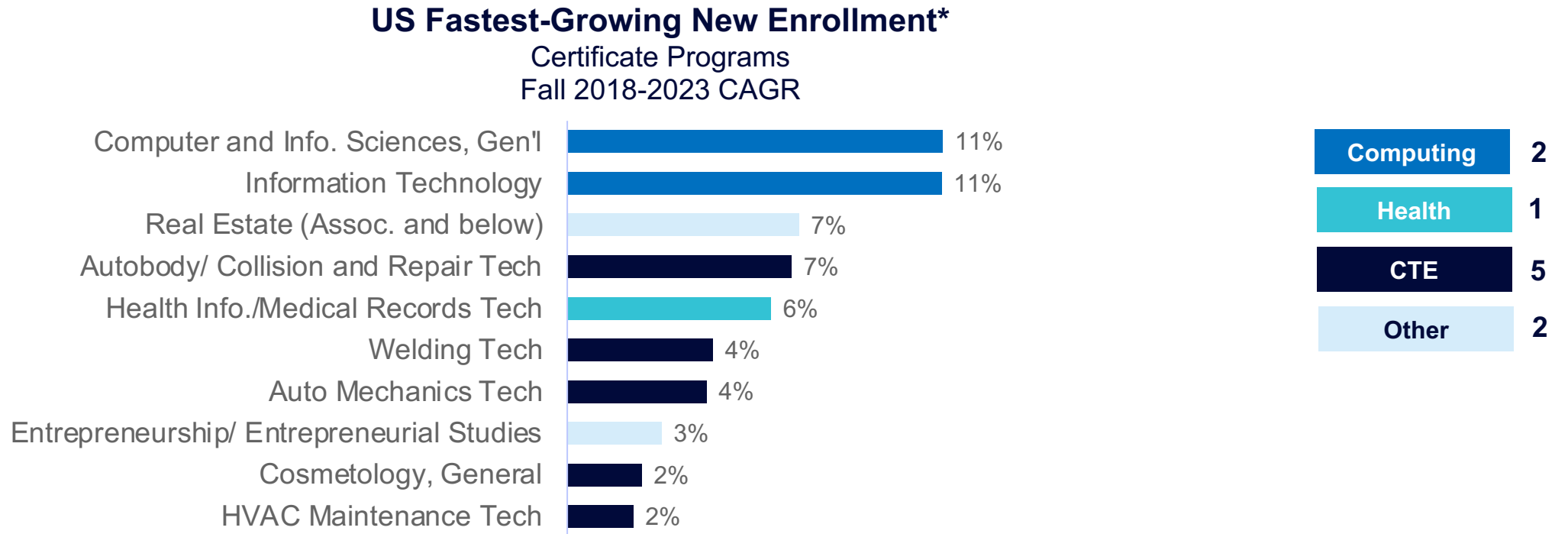


New Fall Enrollment
Associate 2018 - 2023



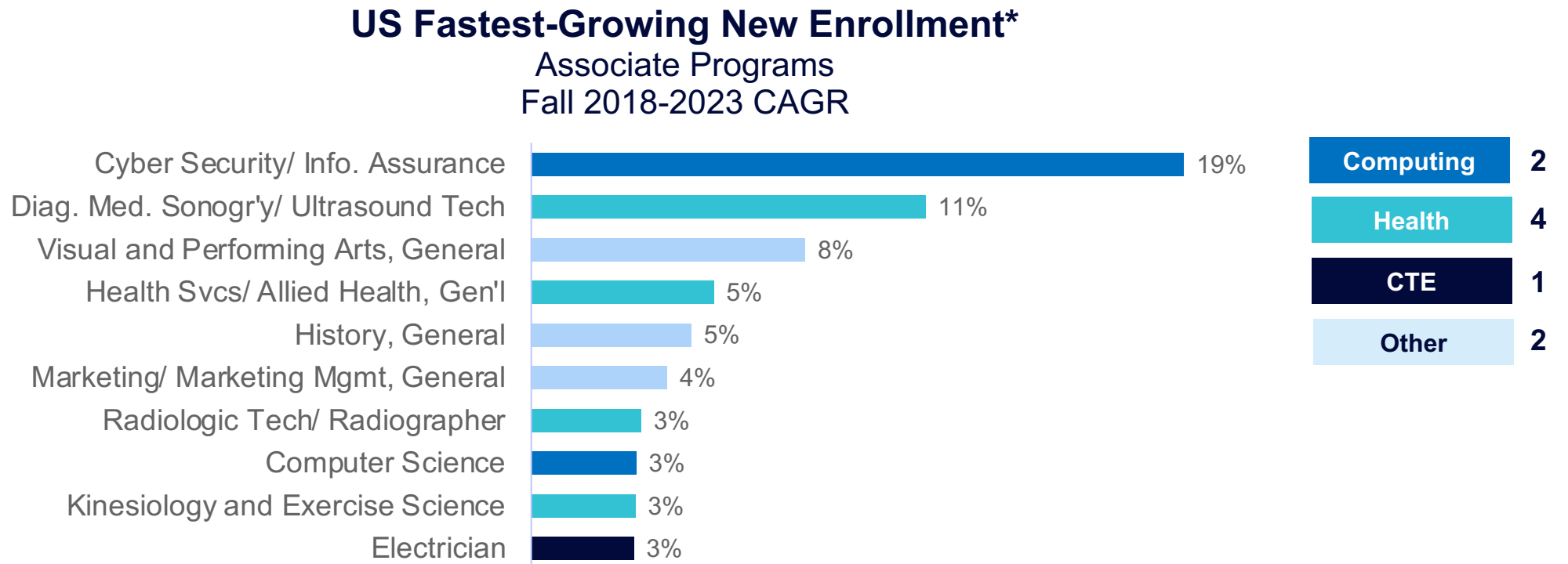
Certificate: 2018 to 2023 Fastest-Growing New Enrollment (annual % growth)

From Fall 2018 to Fall 2023, Computer and Info Sciences and IT grew 11% annually.



Associate: US Fall 2023 Fastest-Growing New Enrollment (five-year CAGR)

From Fall 2018 to Fall 2023, Cyber Security grew an average of 19% annually.



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Why a Program Evaluation System?

Student Demand

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- **Recent Trends: Enrollment**
- **Non-Degree Courses**

National Employment: Current Indicators

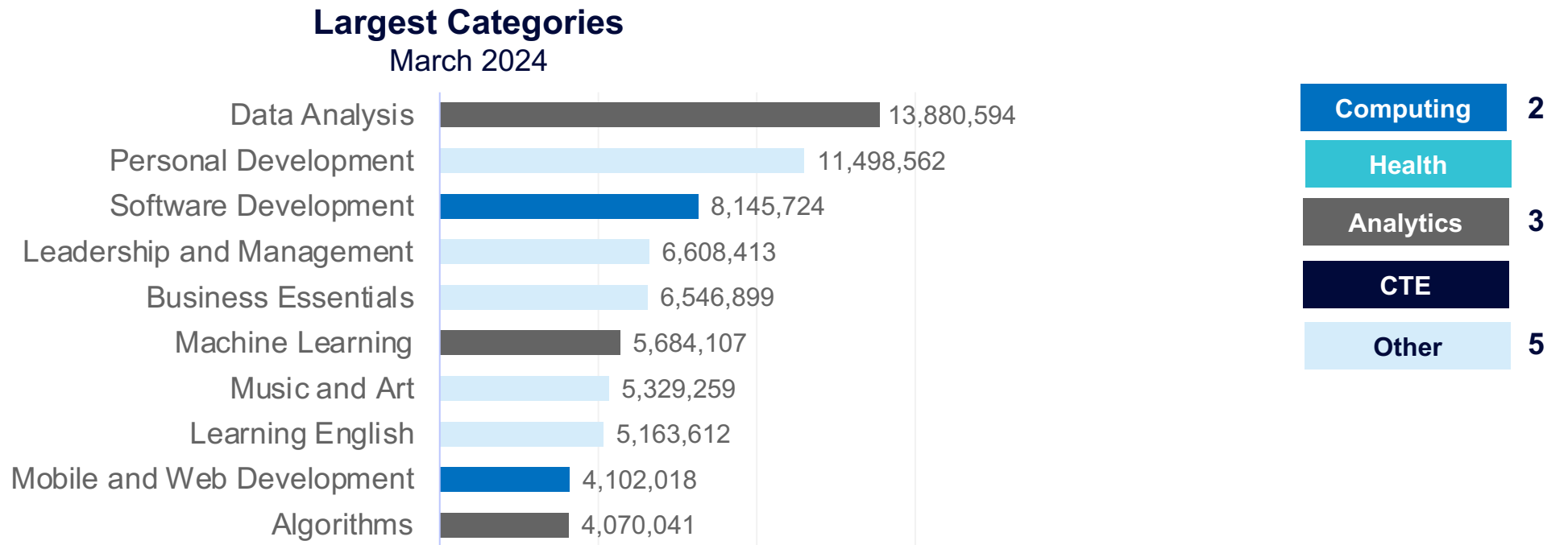
Local Matters: Georgia, Montana, Virginia

Summary

Non-Degree Demand: Coursera

In March 2024, Coursera added 1.18 million learners.

- Six of the 10 most popular course areas were in data and tech.



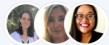
Certificates on Coursera

A Human Resources certificate prepares learners for today's job market demand.

HRCI Human Resource Associate Professional Certificate

Launch your career in Human Resources. In this program, you'll learn in-demand skills for a career as an Human Resource Associate. No degree or prior experience needed.

🗣️ Taught in English | [22 languages available](#) | Some content may not be translated



Instructors: [Rachel Landers](#) +3 more

Enroll for Free
Starts Apr 23

Financial aid available

39,500 already enrolled

Skill Outcomes

- Employee Relations
- Training Development
- Performance Management
- Recruitment
- Compliance Strategy



Human Resource Specialists

Top Skills March 2024



*Includes requirements, reporting, management, ADA, Affirmative Action, Bank, CARF, and Auditing.

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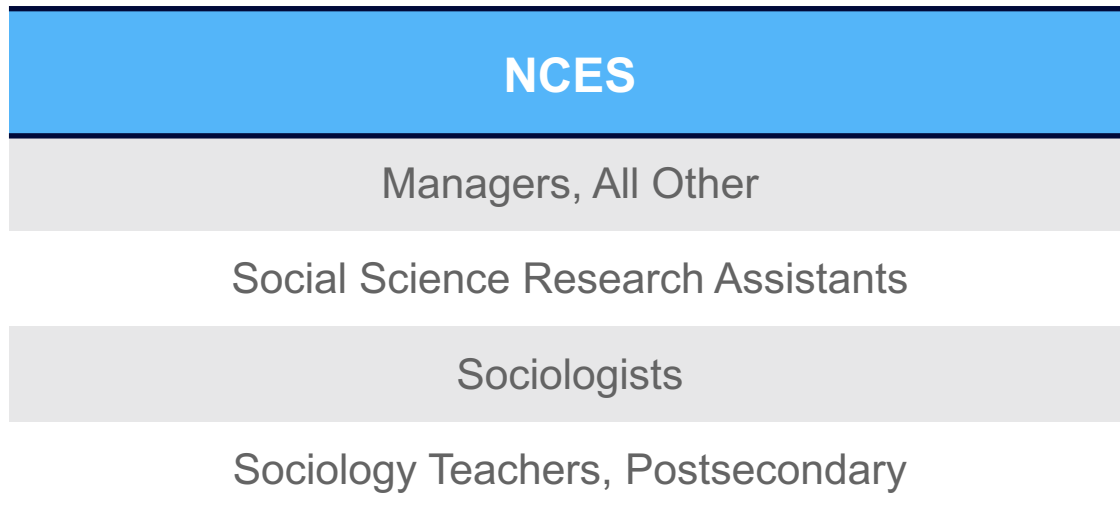
Summary

Commonly available data sources only count direct prep jobs.

Sociology majors align with four occupations in a traditional direct prep construct.

- Gray DI data on almost 10,000 Associate in Sociology program graduates identifies 660 occupations.
- Associate in Sociology grads work in 143 industries.

Myth



Reality

Highest Volume of Occupations

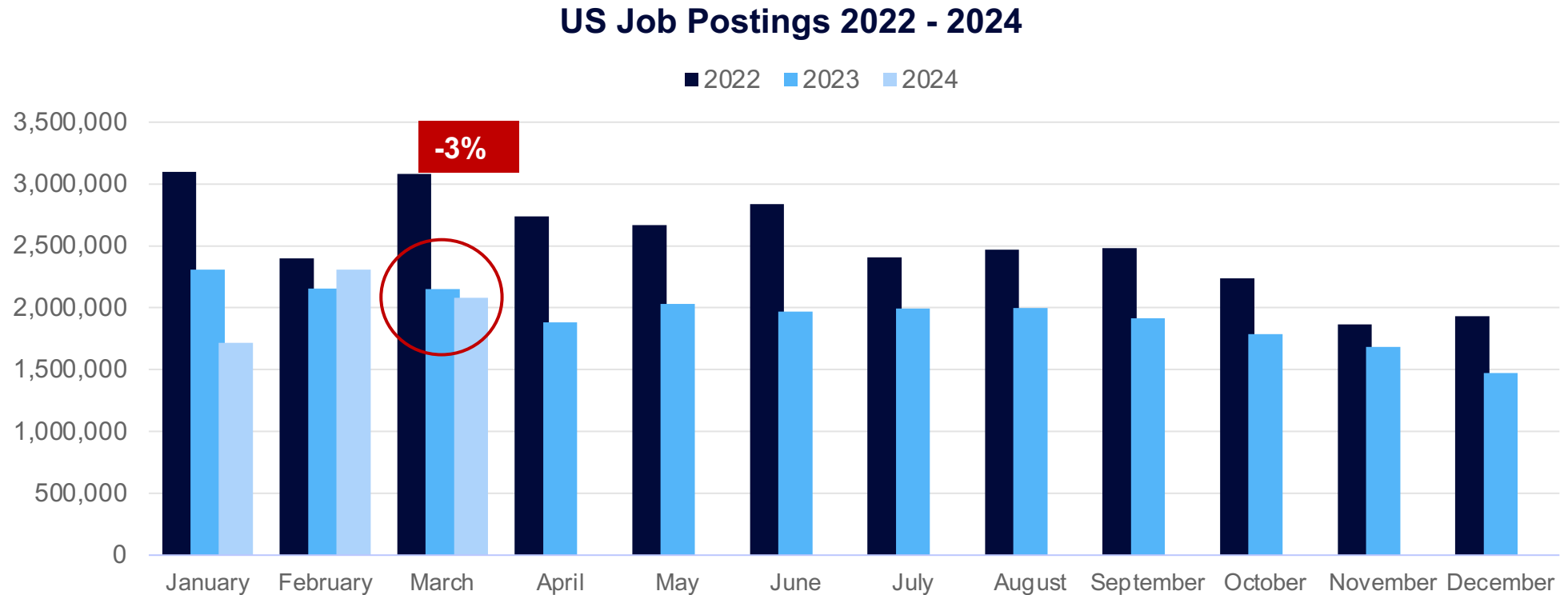
First Four Years After Graduation

Associate in Sociology



US Job Postings Trends

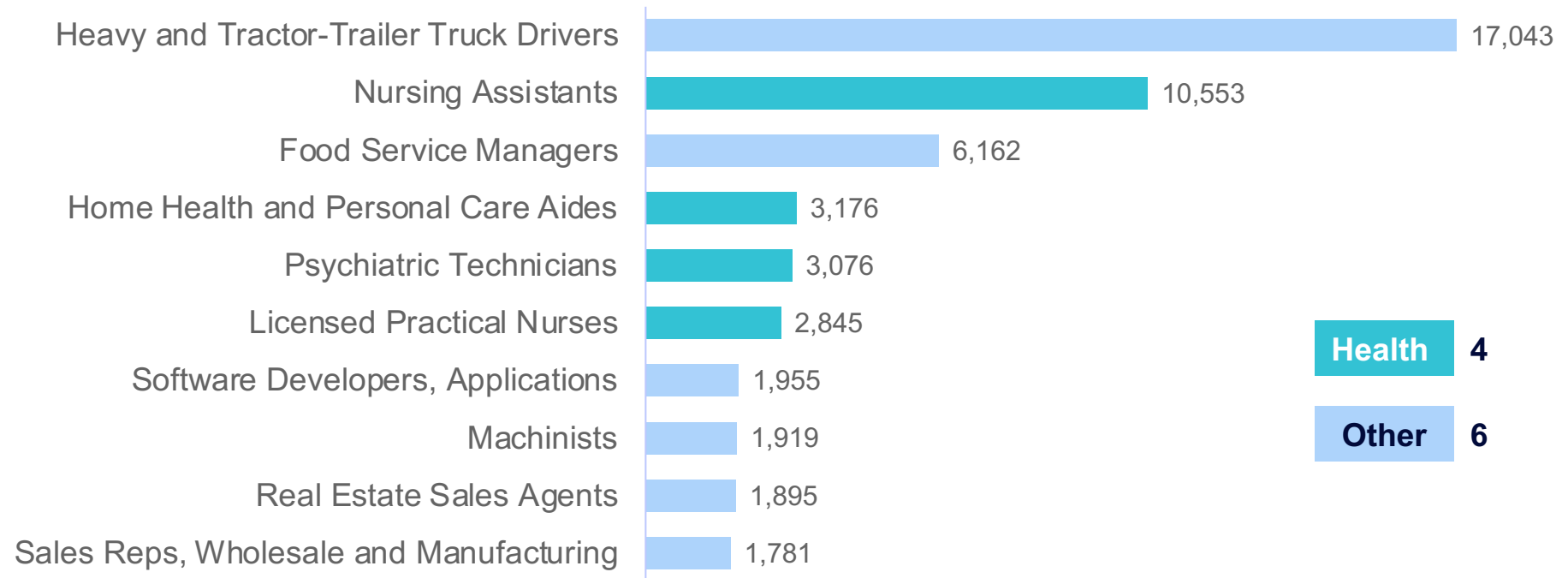
In March 2024, job postings declined 3% year-over-year.



Source: PES Job Postings Dashboard

Which occupations added the most jobs year-over-year?

US Fastest-Growing Occupations* By Unit Change March 2024 YoY

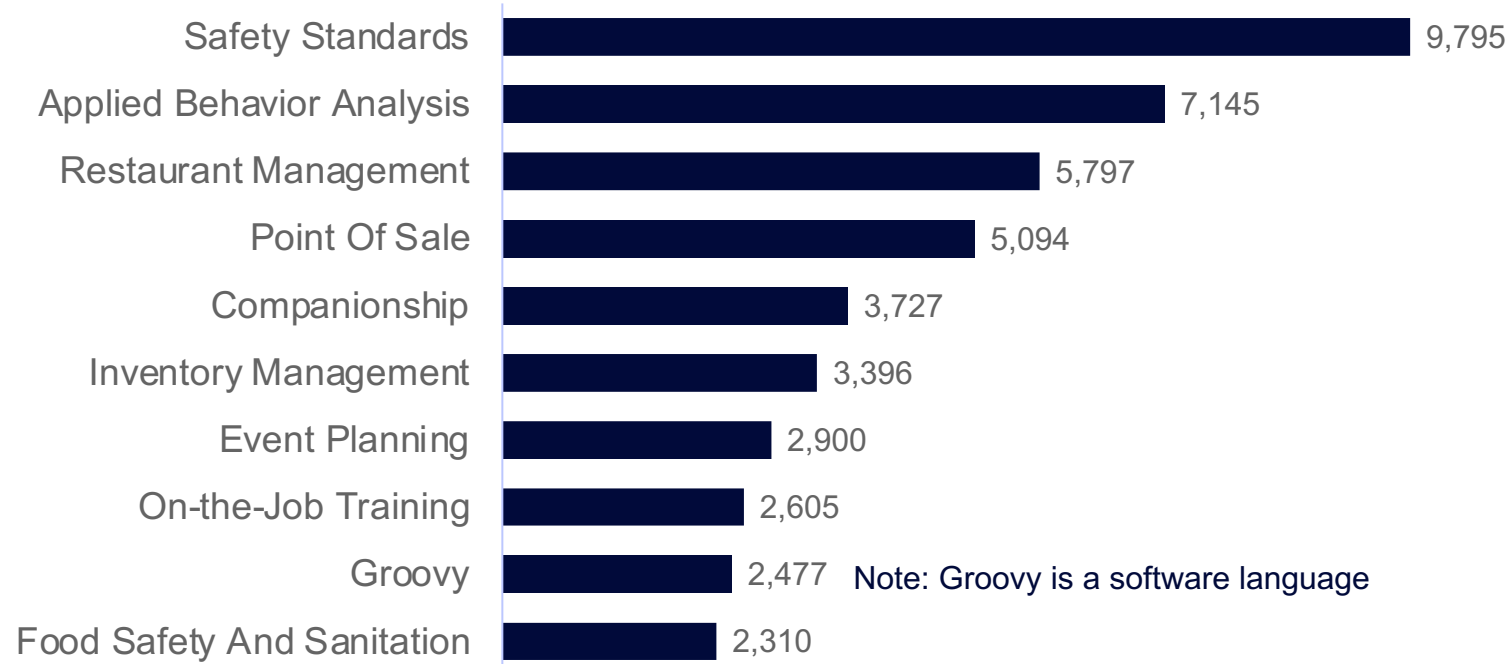


*Excludes unskilled labor and occupations requiring a graduate degree

Which skills are growing in demand across the US?

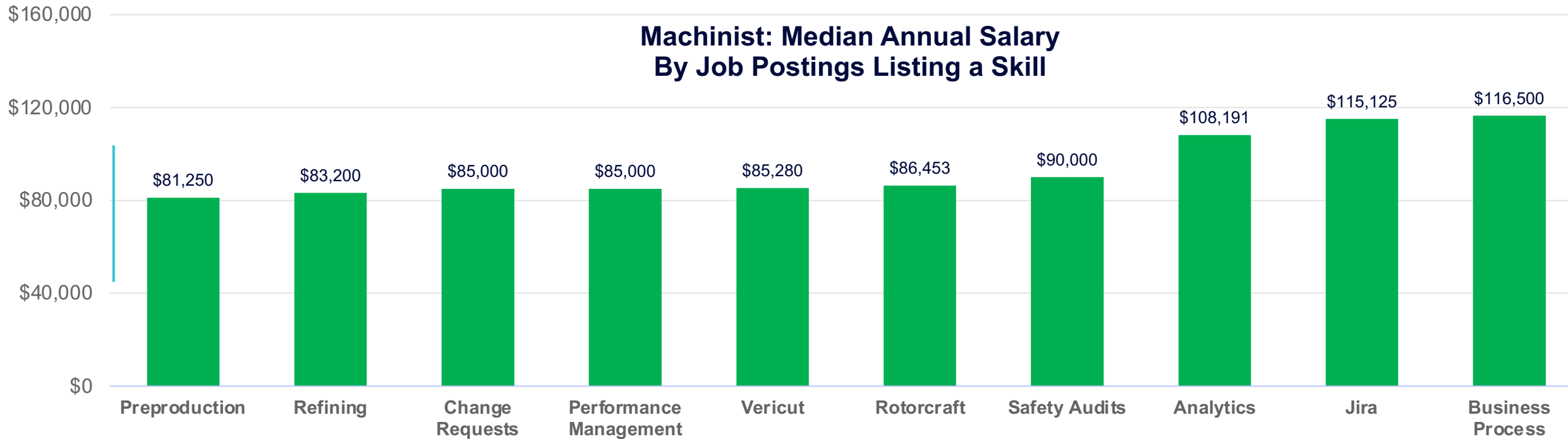
Fastest-Growing Skills (Unit Change)

Listed in Job Postings, March 2024



*Excludes unskilled labor

What skills are associated with higher wages for Machinists?



How do I validate a need I heard from a workforce partner?

Are skills in artificial intelligence in high demand?

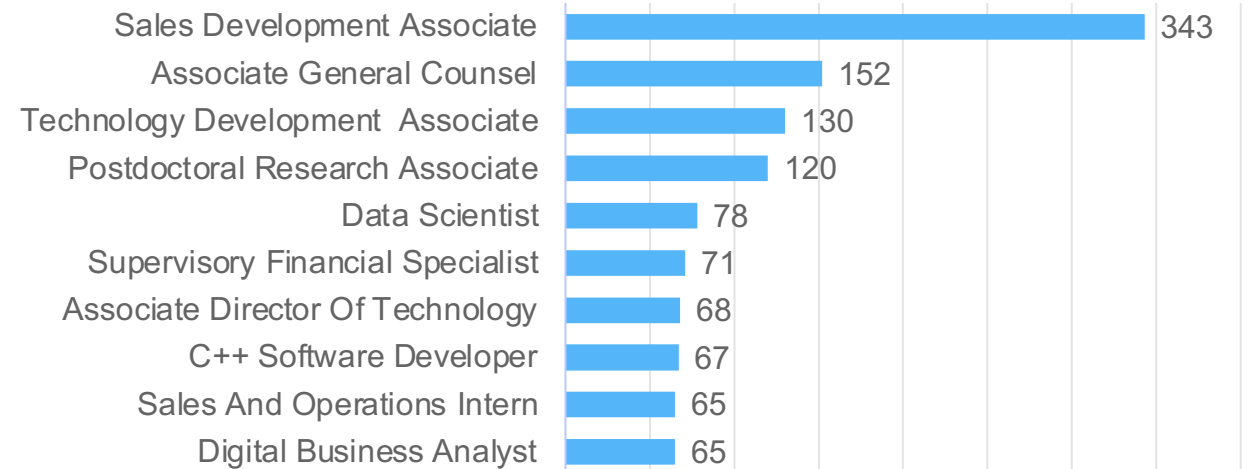
- In March, job postings with the keyword “artificial intelligence” increased 146%.

Job Postings by Month and Year



Job Postings	Year ▾				
Month ▾	2022	2023	2024	Total	
January	515	161	201	877	
February	386	157	264	807	
March	480	128	315	923	
April	500	164		664	
May	302	123		425	
June	313	277		590	
July	394	217		611	
August	288	183		471	
September	368	241		609	
October	236	237		473	
November	161	233		394	
December	156	171		327	
Total	4,099	2,292	780	7,171	

Highest Job Postings Volume Keyword “Artificial Intelligence”





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National Employment: Current Indicators

Local Matters: Georgia, Montana, Virginia

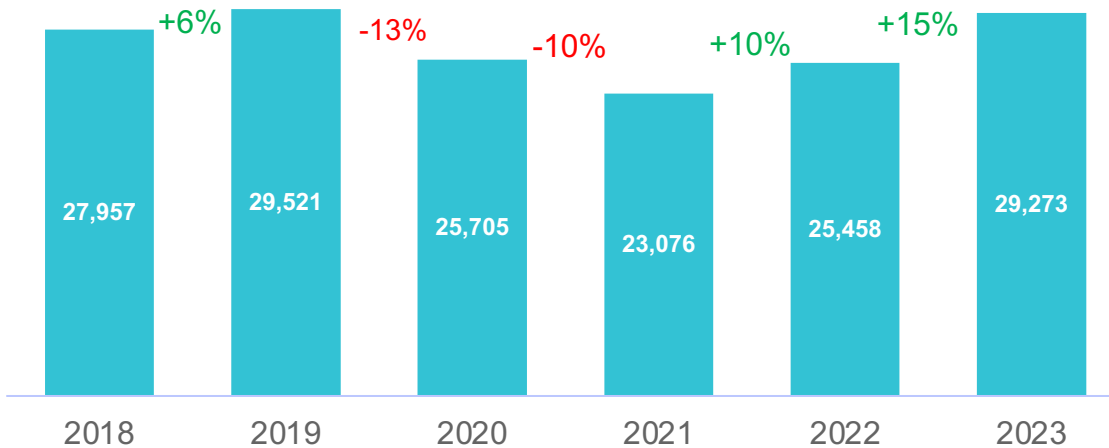
Summary



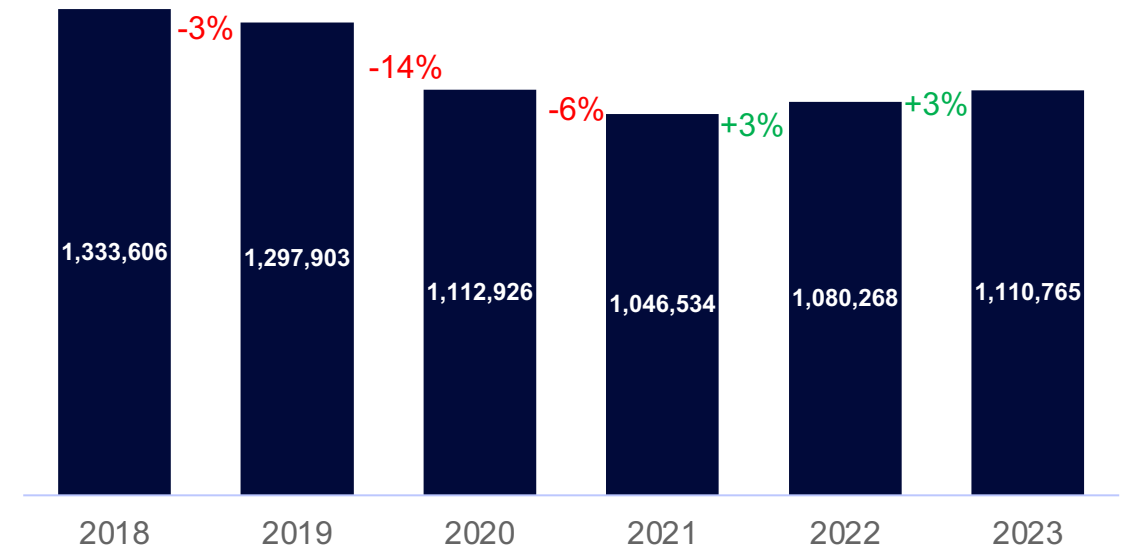
State, county, and city data usually differ from national data.

In Georgia, after a Covid slump, new associate degree enrollment has grown significantly.

Georgia
New Fall Enrollment
 Associate, 2018 - 2023

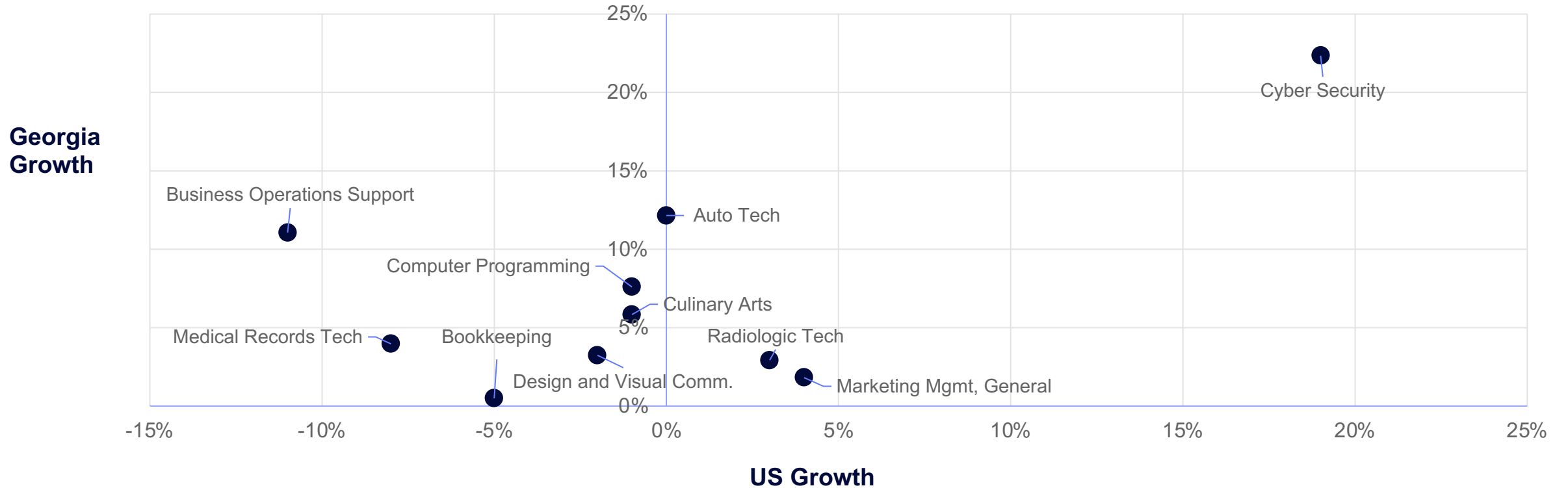


US New Fall Enrollment
 Associate 2018 - 2023



New Enrollment Five-Year Average Annual Growth: Georgia vs US

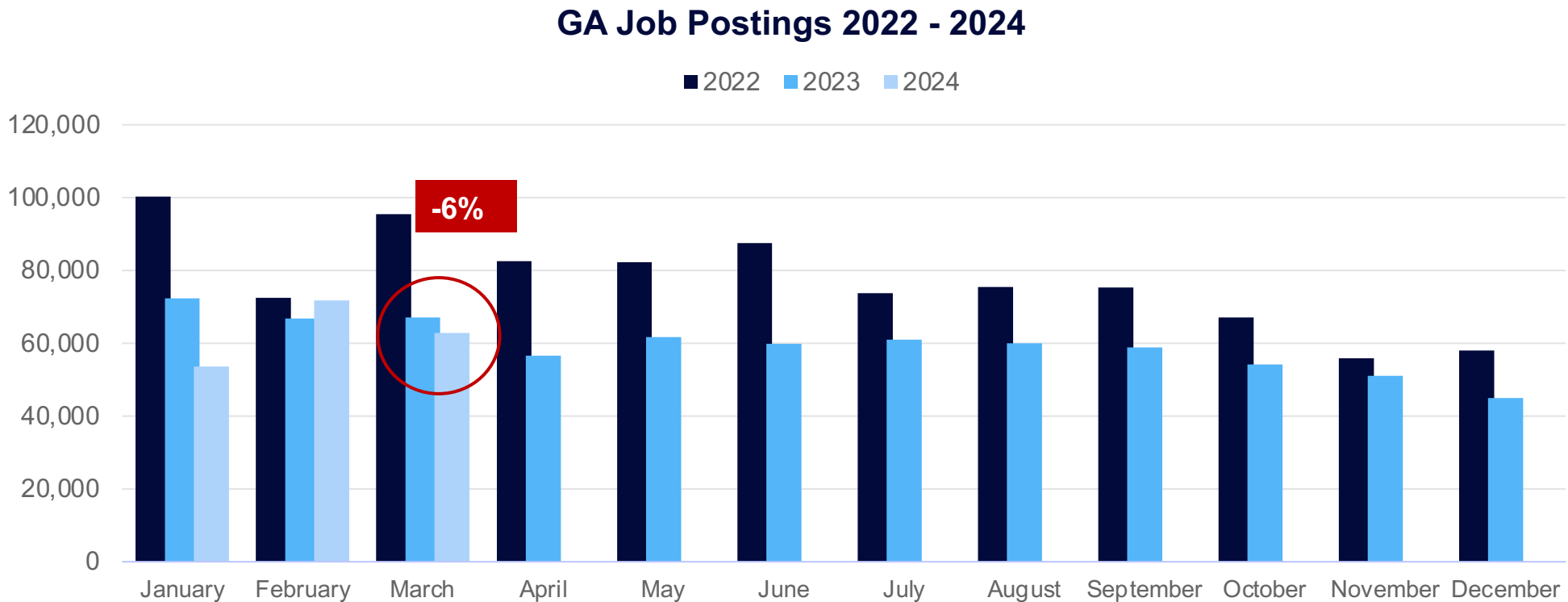
Georgia vs US Annual New Enrollment Growth, Fall 2018 - 2023
By Georgia's 10 Fastest-Growing Programs



Source: PES Program Enrollment Dashboard

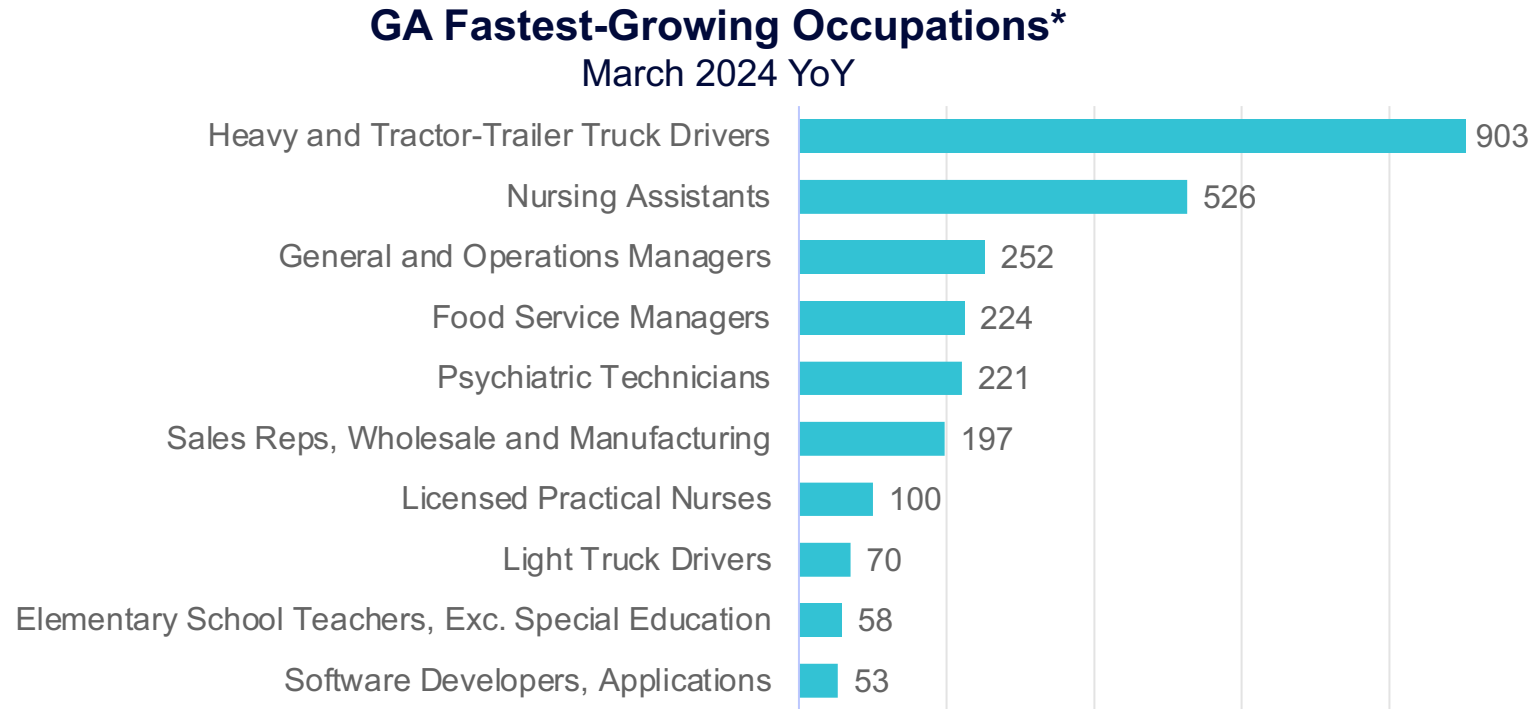
Georgia Job Postings Trends

In March 2024, job postings declined 6% year-over-year – three more points than the US.



Georgia Job trends

In March, job postings for Heavy/Tractor-Trailer Truck Drivers increased by 903 year-over-year.



Fastest-growing skills listed in Georgia job postings.

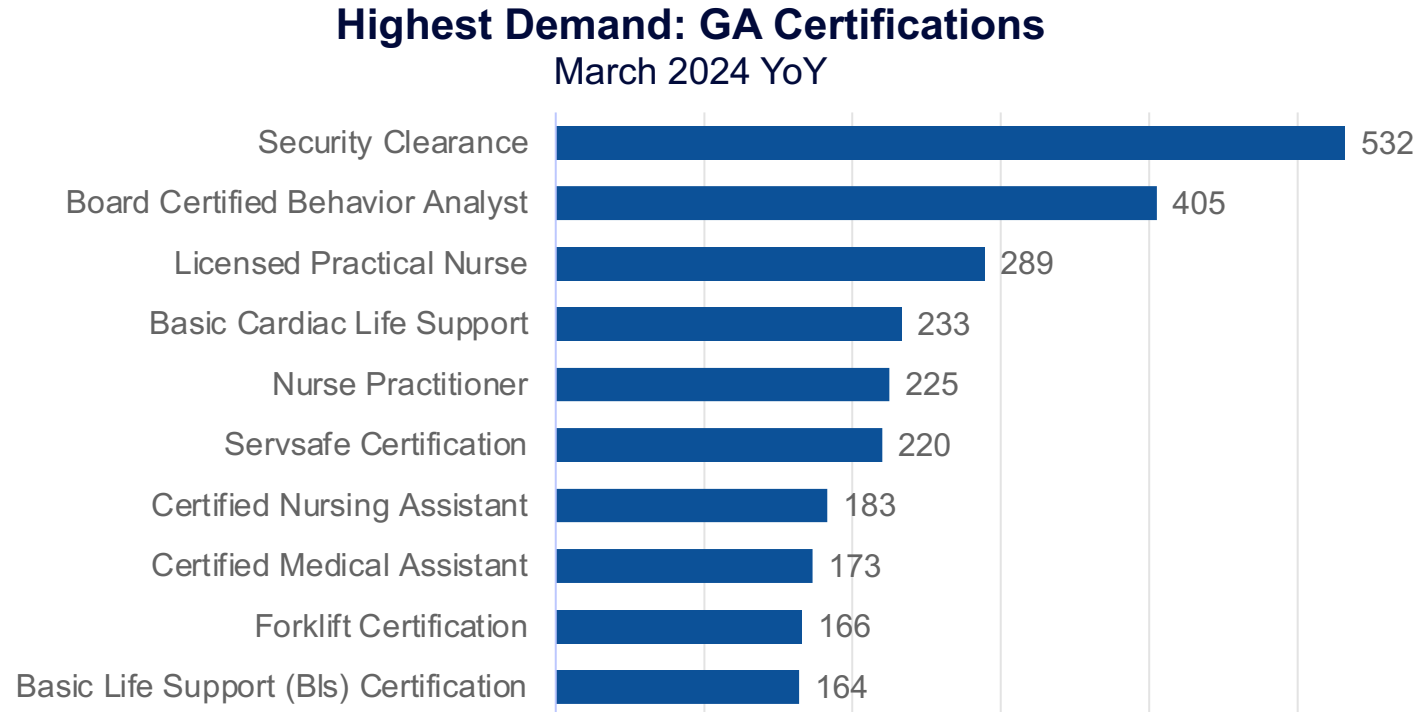
Safety Standards had the highest growth year-over-year in March job postings.



*Excludes unskilled labor and jobs requiring graduate degrees

Georgia: In-Demand Certifications

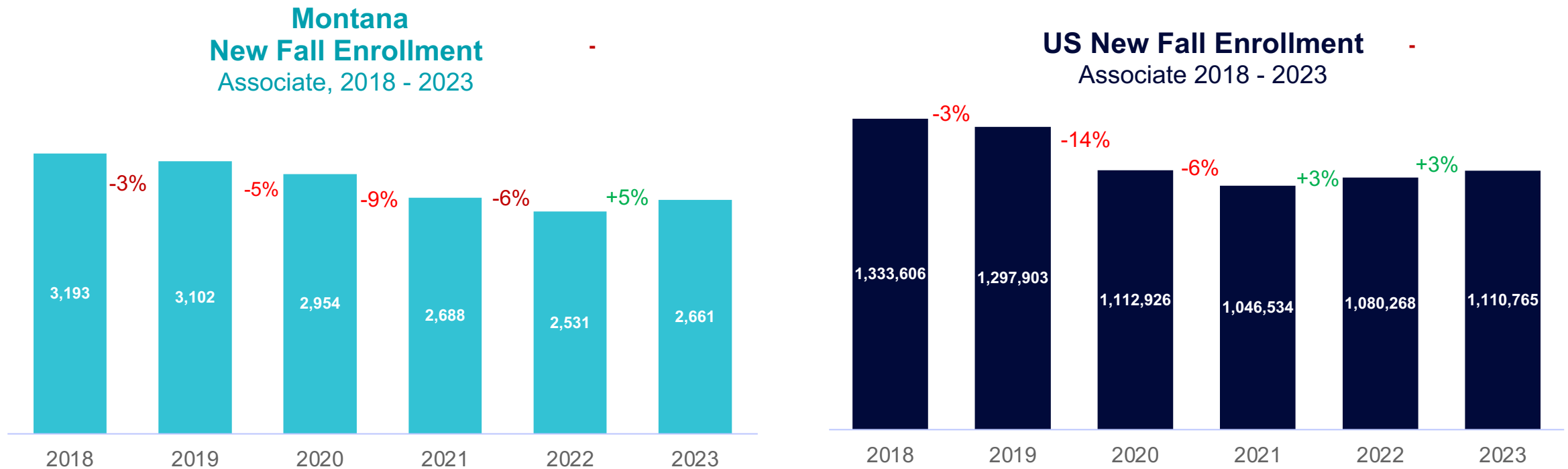
In March, Security Clearance was the most sought-after certification.





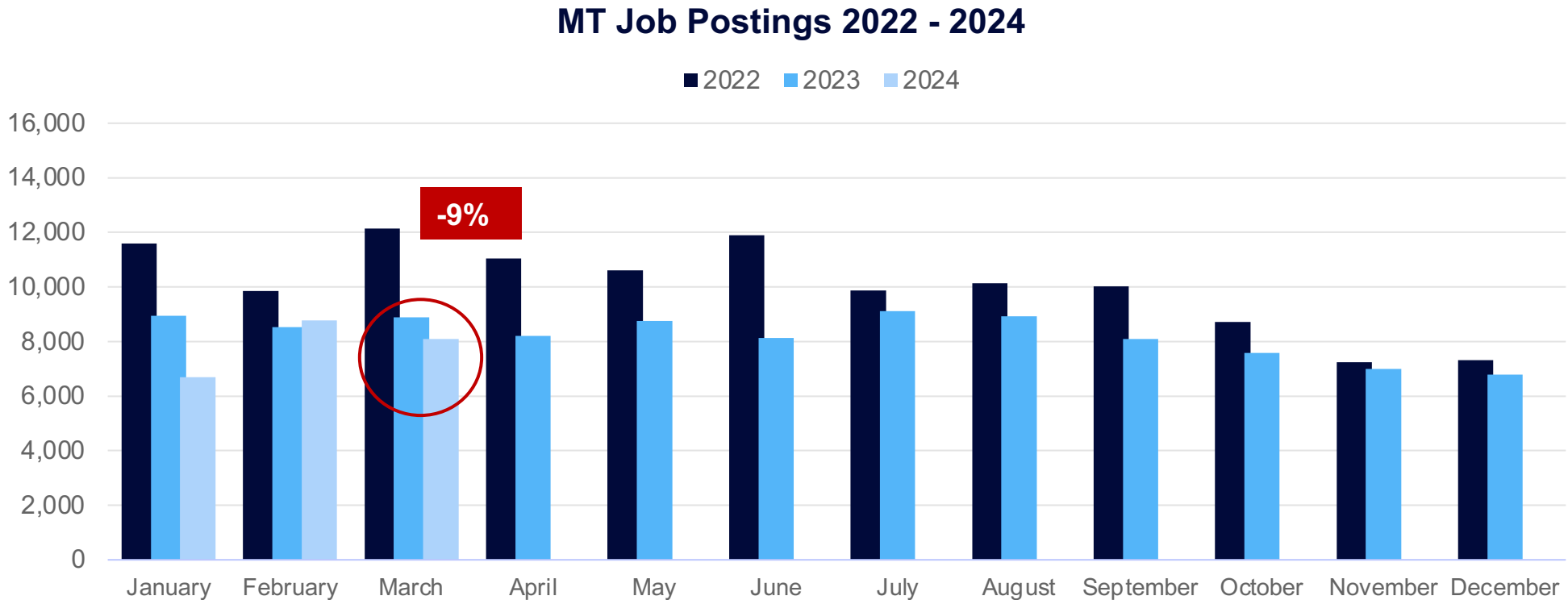
State, county, and city data usually differ from national data.

In Montana, after a four-year decline, new associate degree enrollment grew 5% year-over-year.



Montana Job Postings

In March, Montana job postings declined 9% year-over-year – six points more than the US.

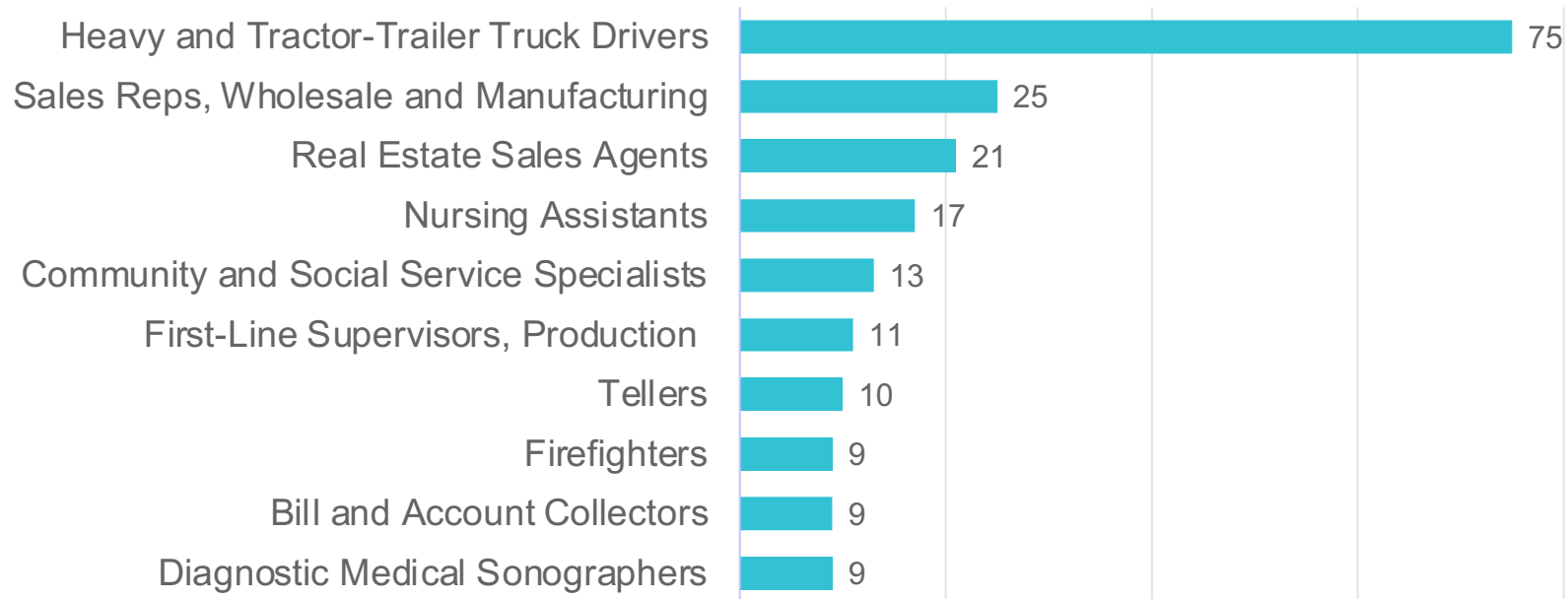


Source: PES Job Postings Dashboard

Job postings trends

Montana added 75 jobs for Tractor-Trailer Truck Drivers year-over-year.

MT Fastest-Growing Occupations*
Unit Change March 2024 YoY

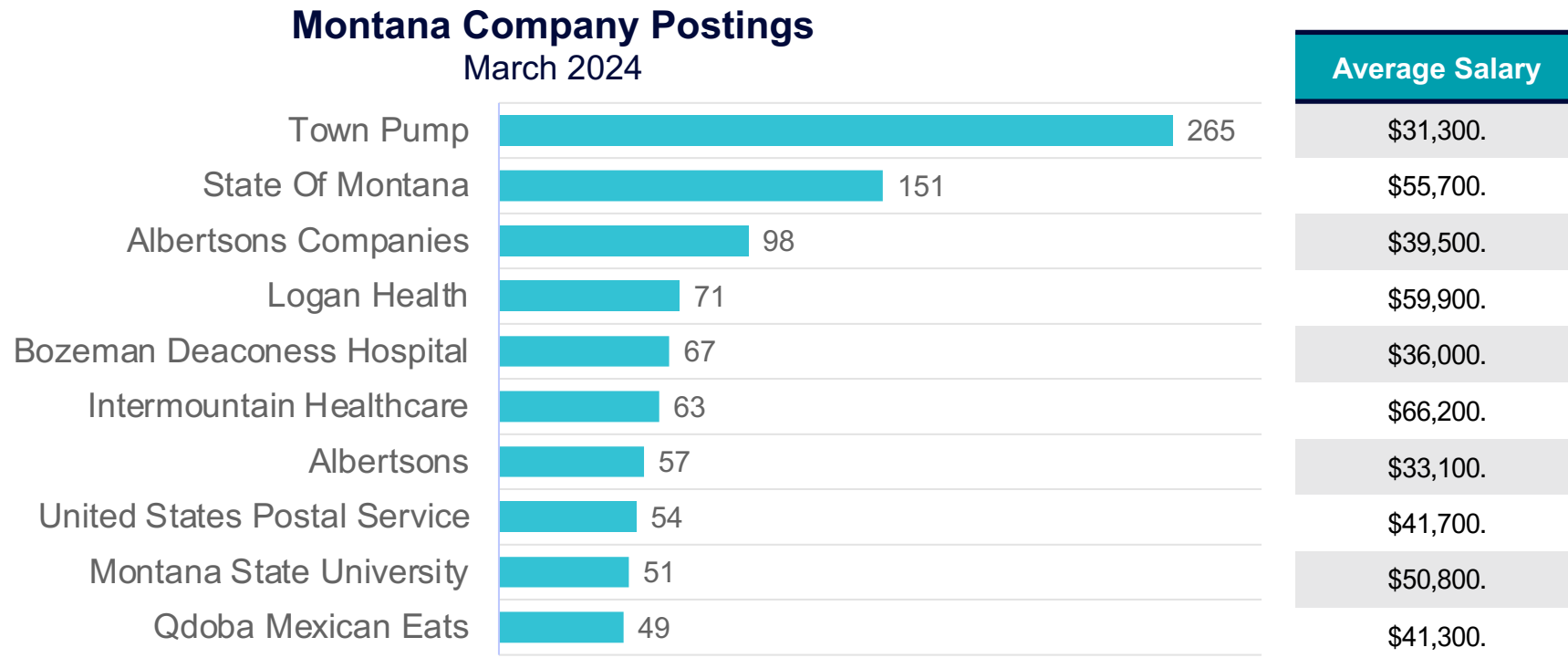


*Excludes unskilled labor and jobs requiring a graduate degree

Montana companies

In March, Town Pump had the highest number of job postings.

- Bozeman Deaconess Hospital jobs had the highest average wages.



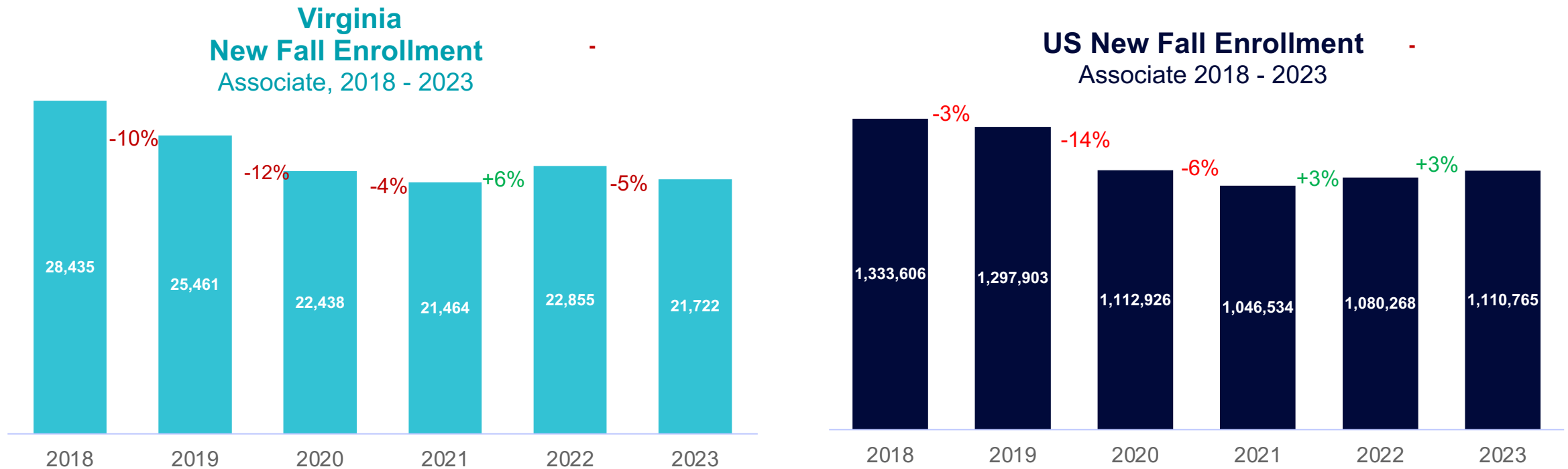
Source: PES Job Postings Dashboard

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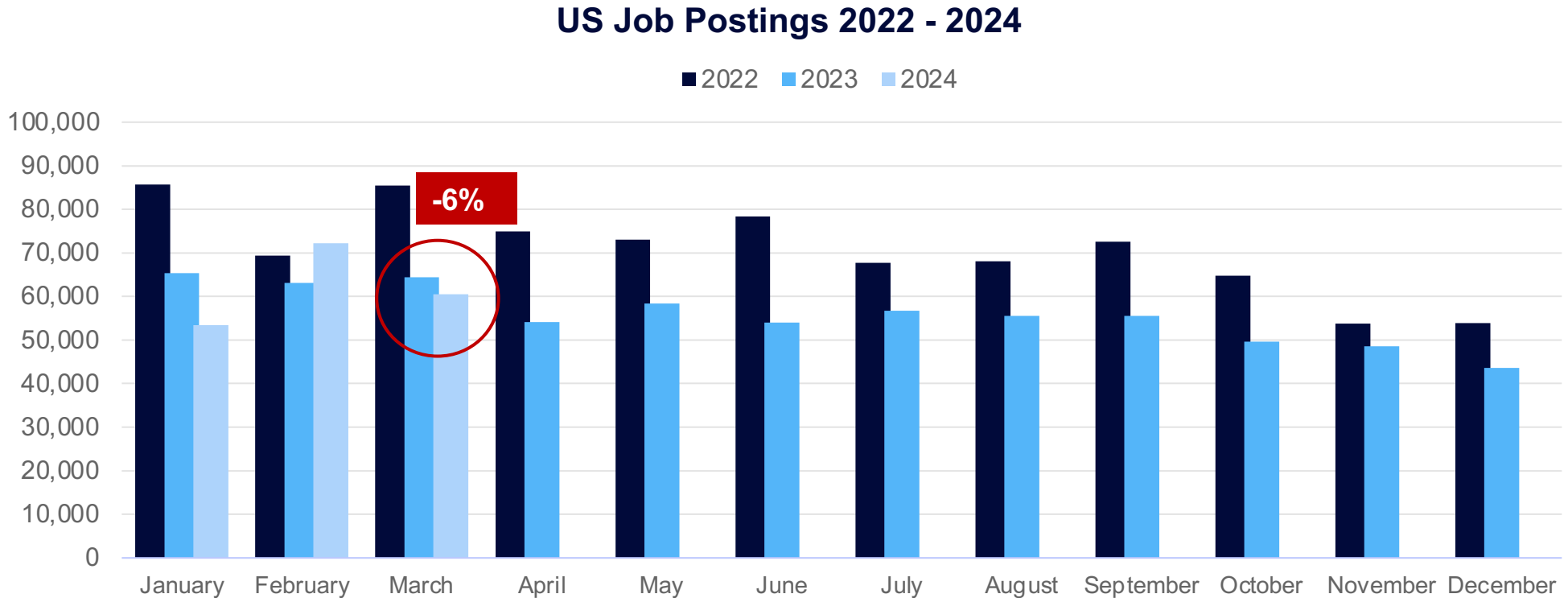
State, county, and city data usually differ from national data.

Virginia's new associate enrollment has declined every year except 2022.



Virginia Job Postings Trends

In March, job postings declined 6% year-over-year – three points more than the US.



Source: PES Job Postings Dashboard

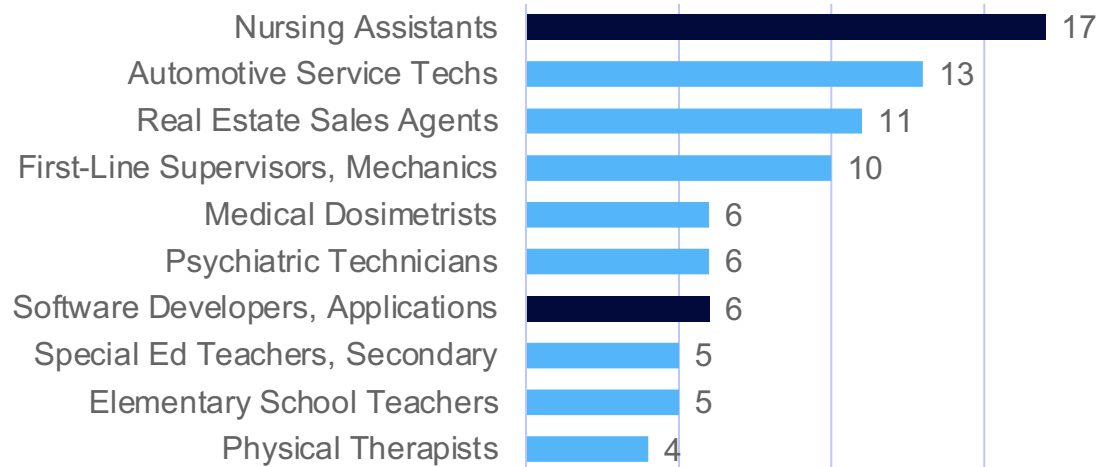
Job Postings: Prince William and Virginia Beach Counties

Job postings growth can vary significantly by county.

- Only Nursing Assistants and Software Developers were fastest-growing in both counties.

Fastest-Growing Job Postings Prince William County

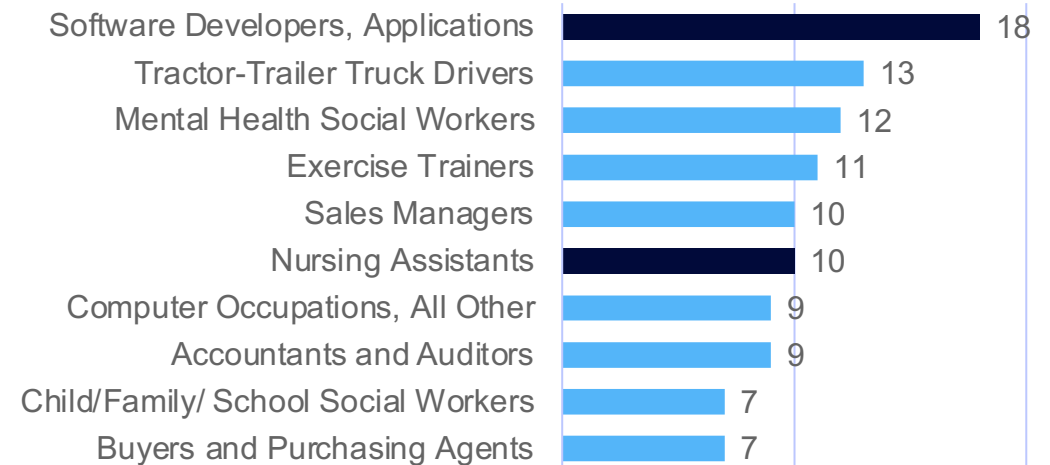
Unit Change, March 2024 YoY



Overlap

Fastest-Growing Job Postings Virginia Beach

Unit Change, March 2024 YoY



How do I validate high demand for the skill “adaptability?”

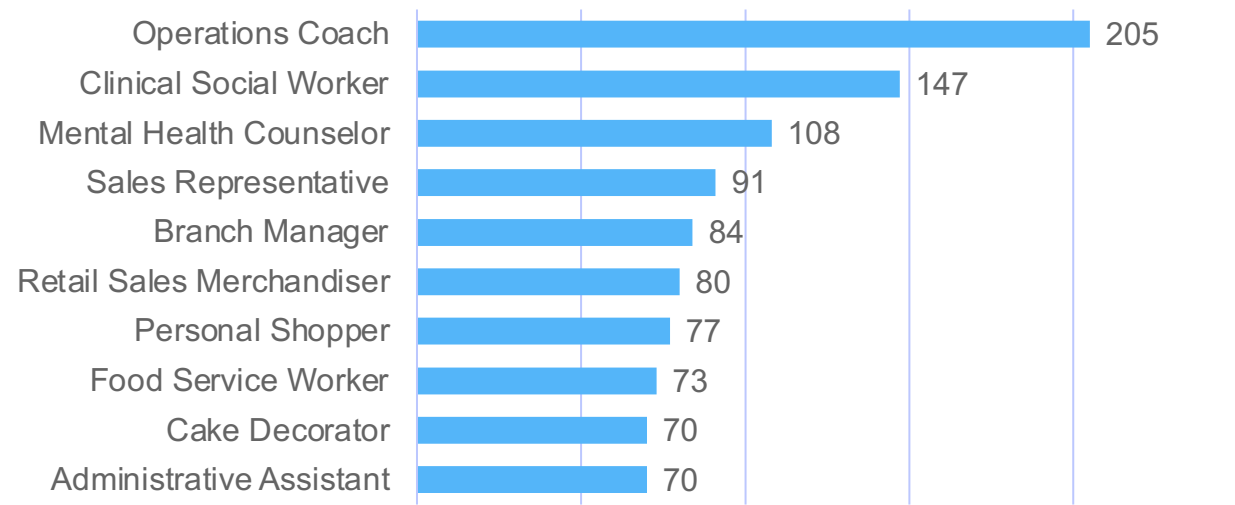
Adaptability is this year’s top in-demand skill.*

- In Virginia, adaptability is in high demand in diverse industries.

VA Industries with Highest Job Volume Requiring “Adaptability”

Industry	# of Postings
Healthcare	1,450
Retail and Wholesale	1,280
Financial Services	723
Restaurant and Food Service	699
Human Resources and Staffing	466

Highest Job Postings Volume Virginia, Keyword “Adaptability”



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- In March, US job postings fell 3% year-over-year.
 - In Georgia, Montana, and Virginia they fell 6 – 9%.
- New Fall enrollment in certificates rose 6% year-over-year; Associate enrollment rose 3%.
- In March, Google searches for academic programs fell 5% year-over-year, a worrisome change.
- Searches for some programs increased at double-digit rates:
 - Dental Hygiene program searches grew by 74%.
 - Google cost-per-click rose 10%.
- Over five years a few programs stand out:
 - New enrollment in Computer and Info Sciences certificates grew 11% annually.
 - New enrollment in Cybersecurity Associate’s programs grew 19% annually.
- Job postings including the keyword “artificial intelligence” grew 146% year-over-year.
- Results vary significantly by state and county; you need data for the specific market you serve.

The Book



The Course

Earn Your APEM Certificate

Academic Program Evaluation and Management Course

Understand the data, systems, processes, and people needed to make well-informed and fully supported program decisions



Presented by Gray DI and Bay Path University

Upcoming webinars

Topic	Date
Demand Trends Webcast: Community Colleges	Wednesday May 29 th at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	Thursday May 30 th at 2 PM ET

Podcast

Listen on



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