



Demand for Higher-Education Programs

April 25, 2024



Agenda

What is a Program Evaluation System?

Student Demand

National Employment: Current Indicators

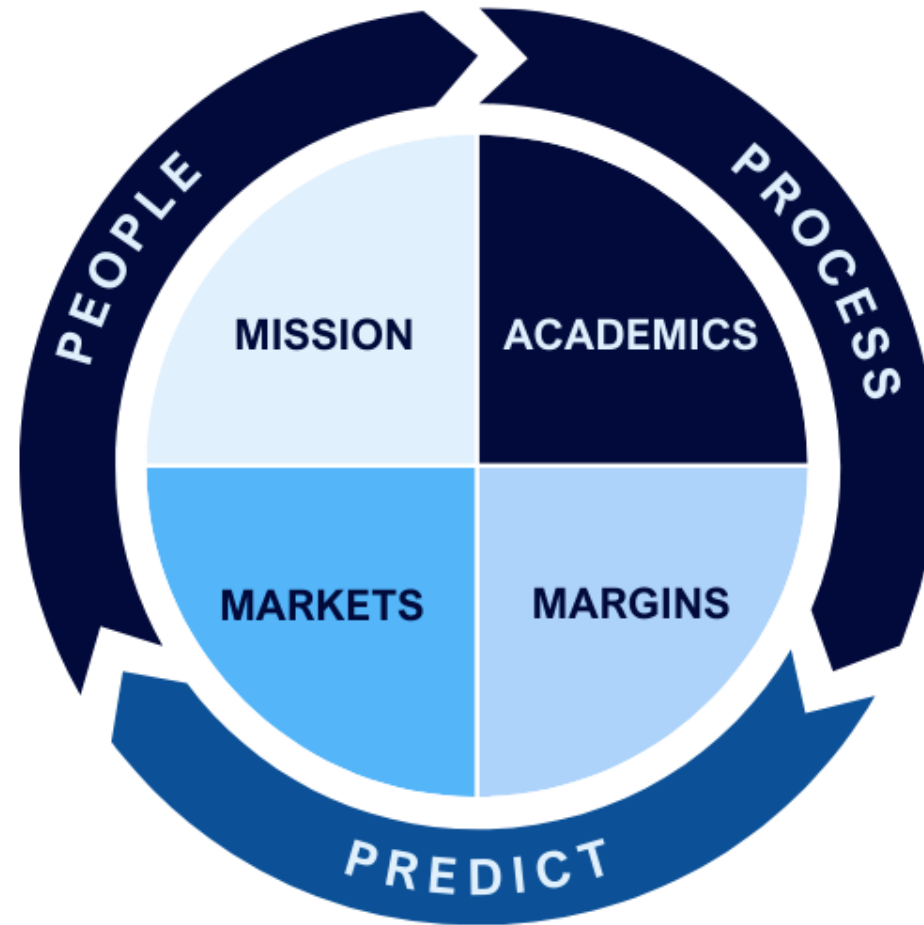
Local Matters: Georgia, Montana, Virginia

Live Program Evaluation

Summary



An academic Program Evaluation System enables growth and sustainable financials.





Agenda

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Student Demand

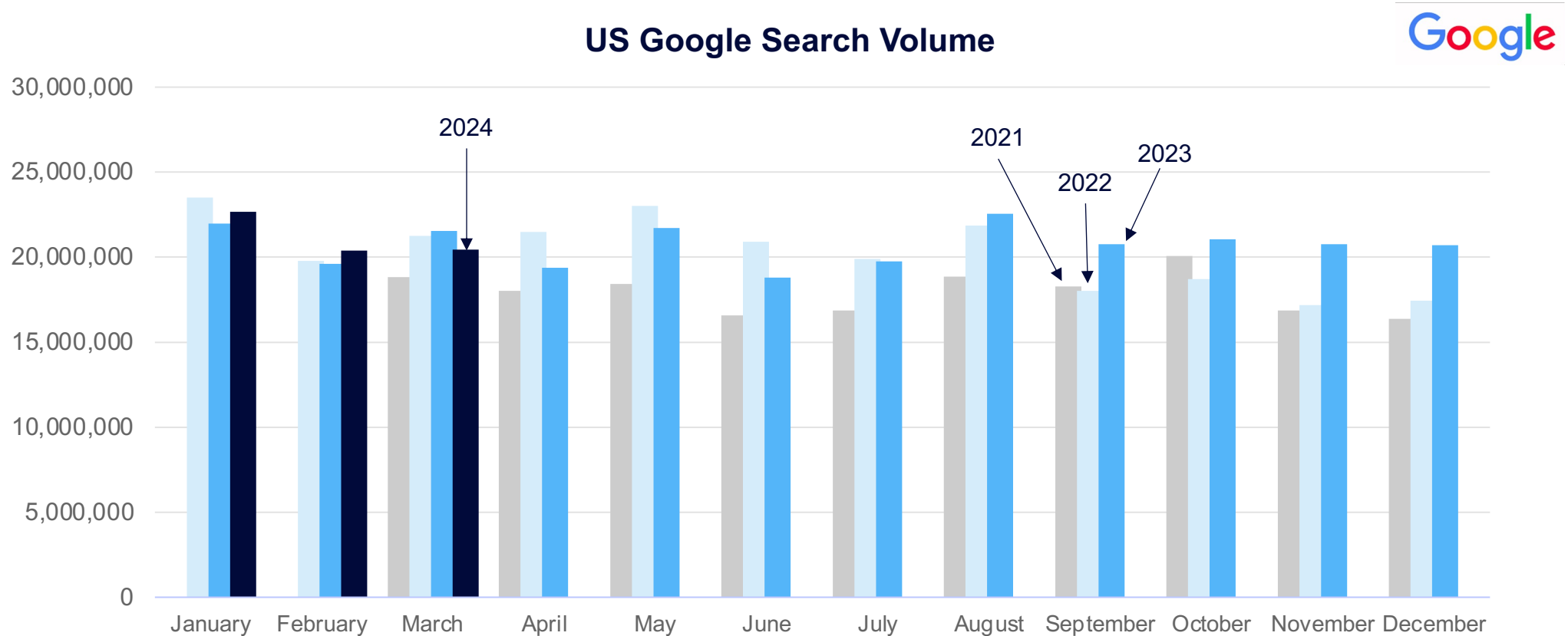
National Employment: Current Indicators

Local Matters: Georgia, Montana, Virginia

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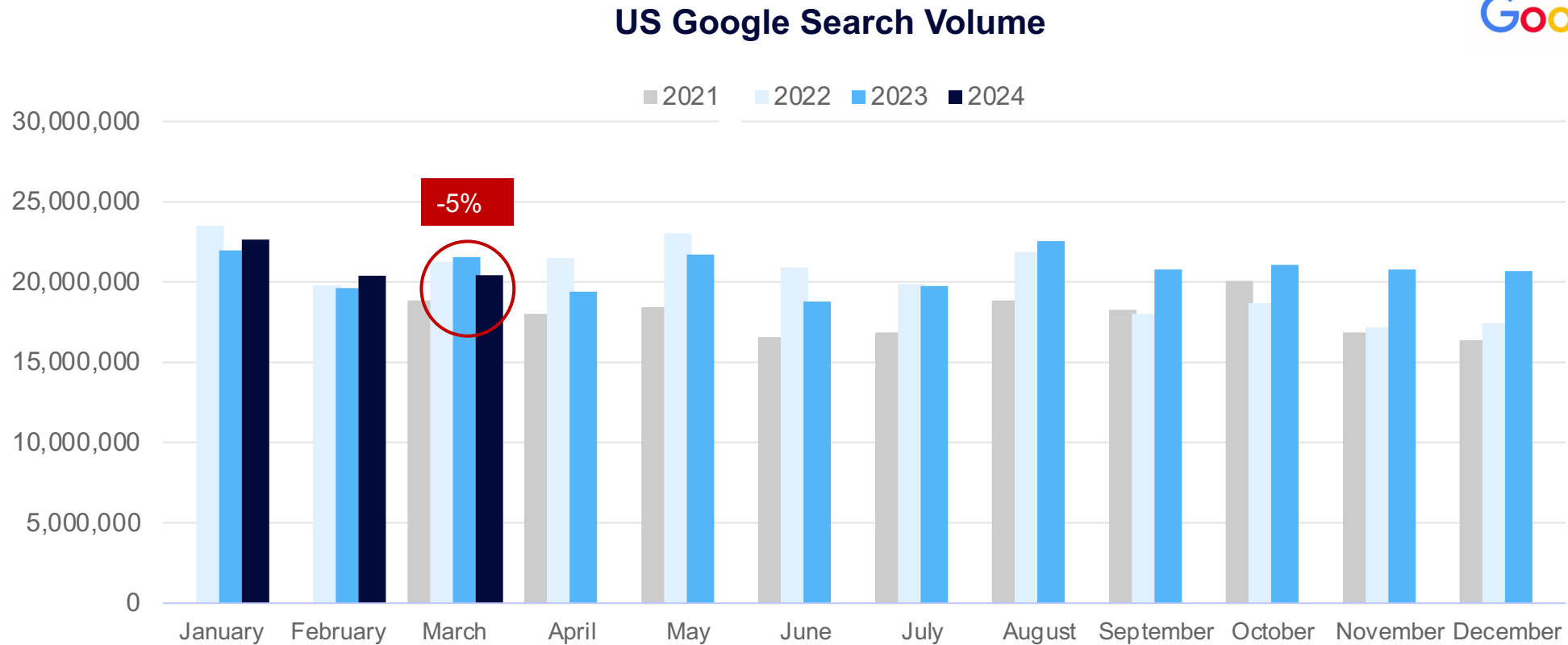
“Google” Search Trends: Programs

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



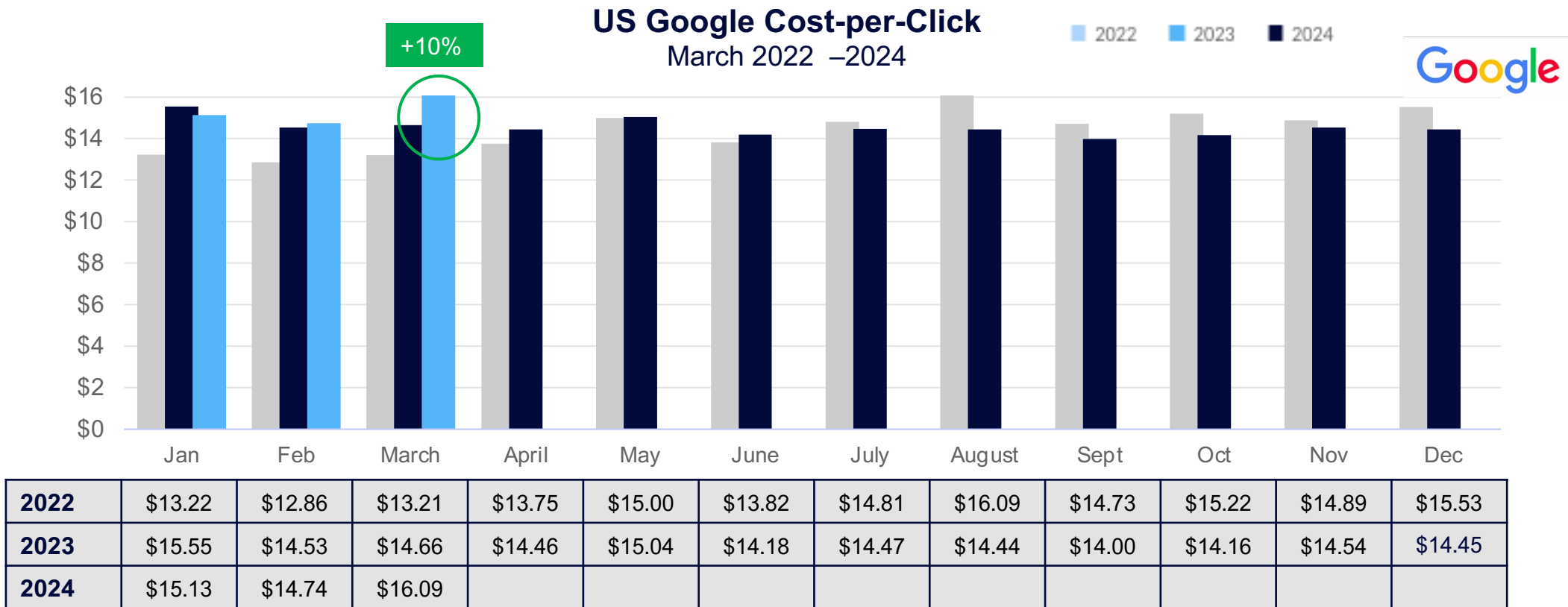
Google Search Trends: Programs

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



Google Search Trends: Cost-per-Click

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



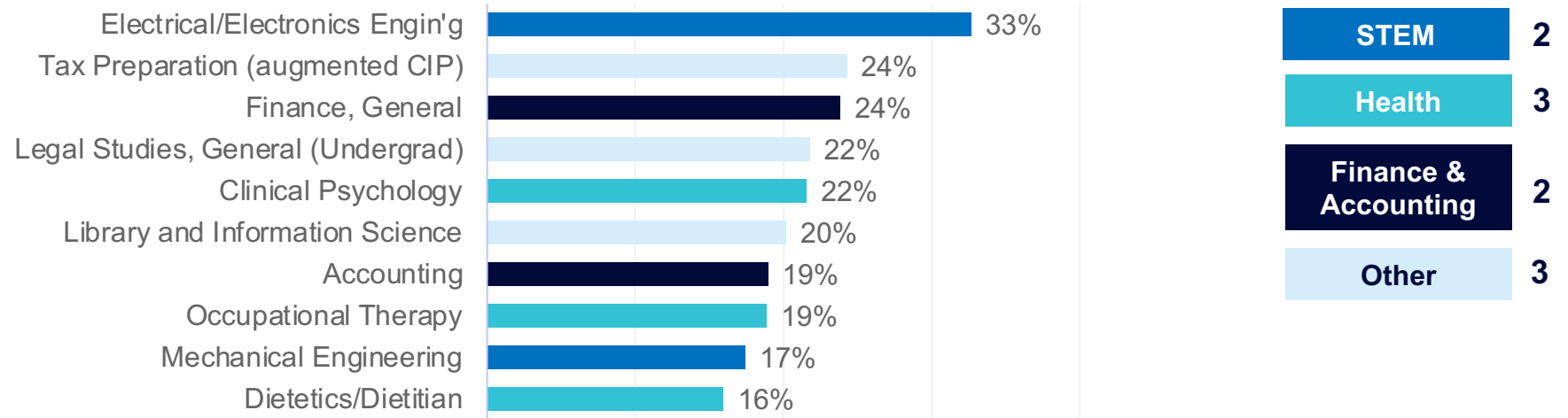


Google searches for Academic Programs.

In March, searches for Electrical Engineering programs increased 33% 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



Source: PES Keyword Search Dashboard

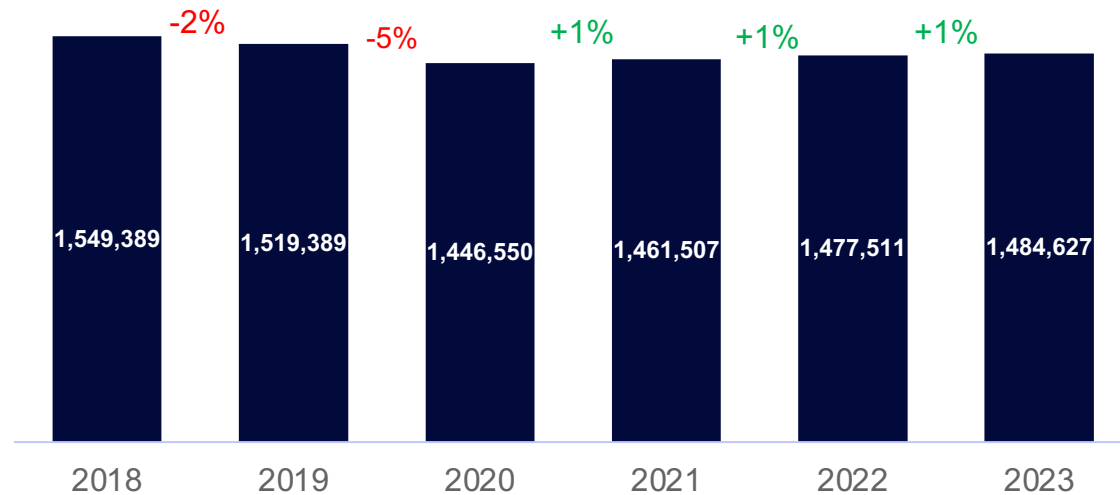
*Minimum 10,000 searches March 2023

Fall New Enrollment

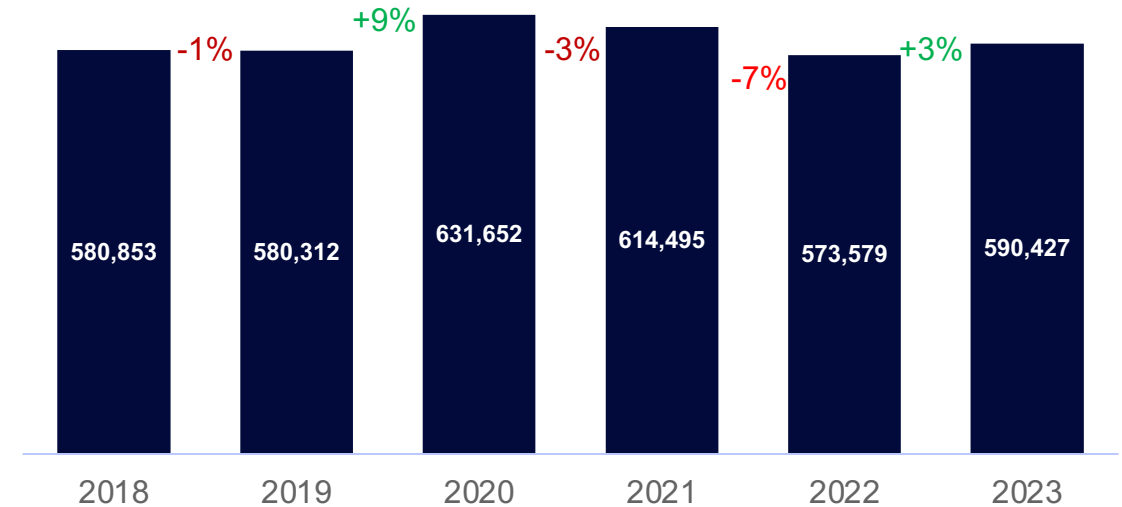
In Fall 2023, US new student enrollment rose 1% at the bachelor's level.

- Master's program enrollment rose 3%.

US New Fall Enrollment
Bachelor's 2018 - 2023

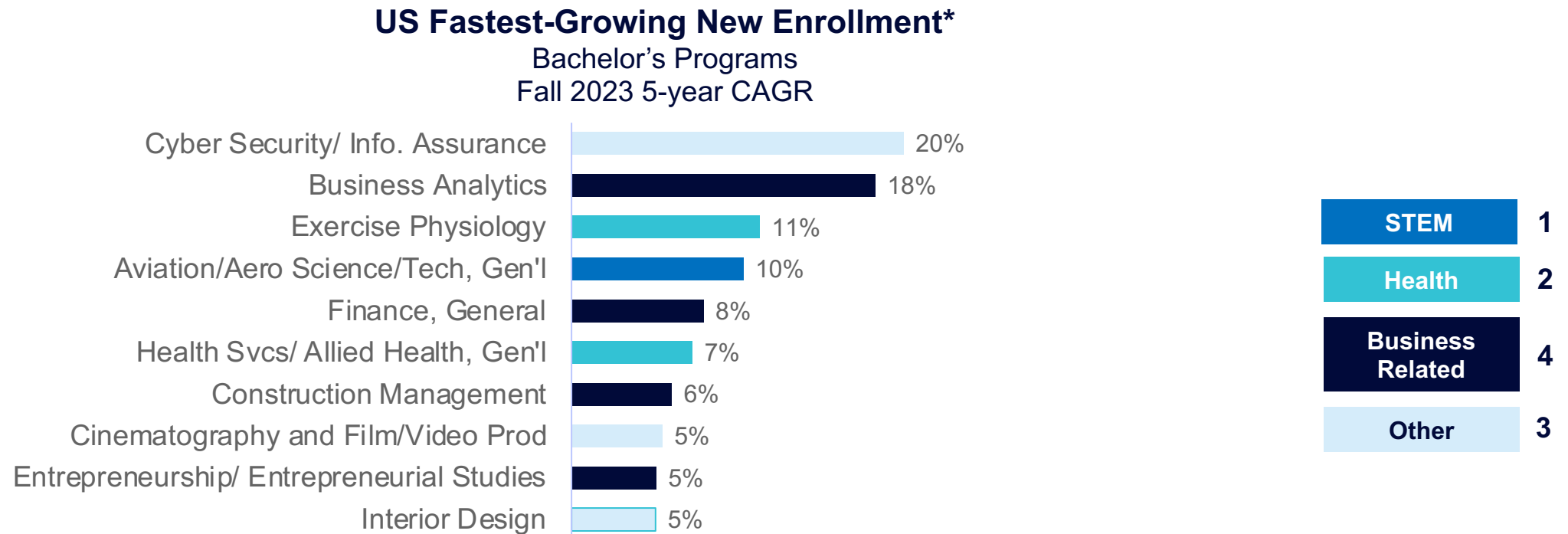


US New Fall Enrollment
Master's 2018 - 2023



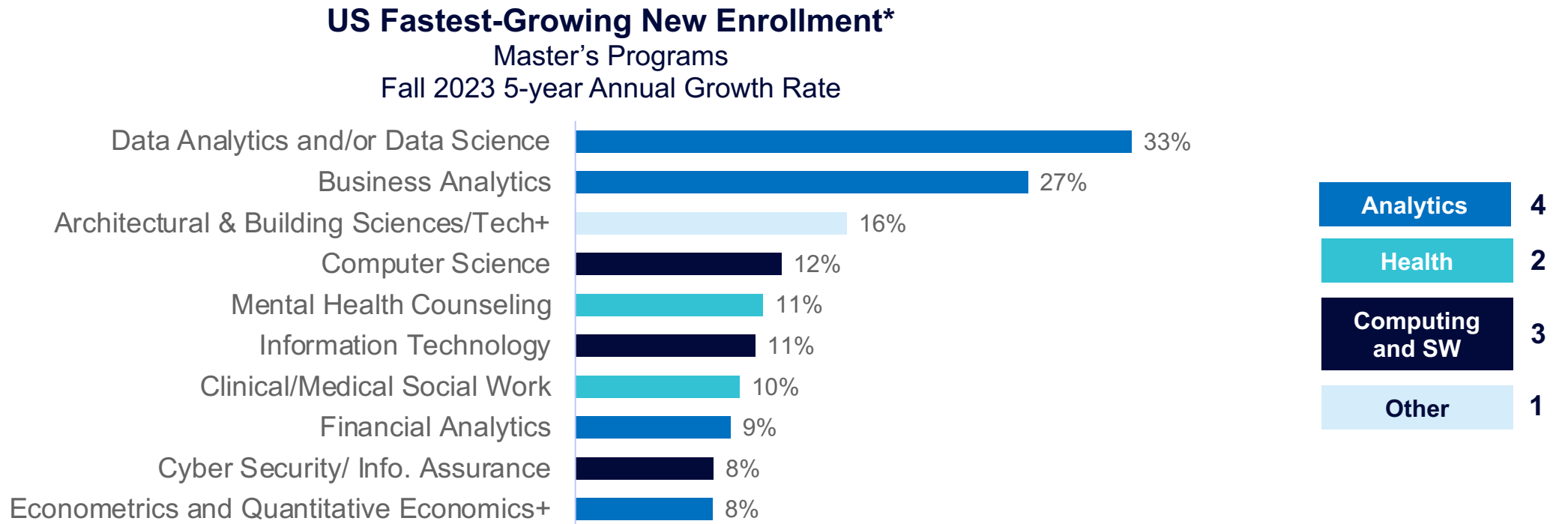
Bachelor's: Fall 2018 to 2023, Fastest-Growing New Enrollment

From Fall 2018 to Fall 2023, Cyber Security grew an average of 20% annually.



Master's: Fall 2018 to Fall 2023 Fastest-Growing New Enrollment

From Fall 2018 to Fall 2023, Data Analytics/Data Science grew an average of 33% annually.



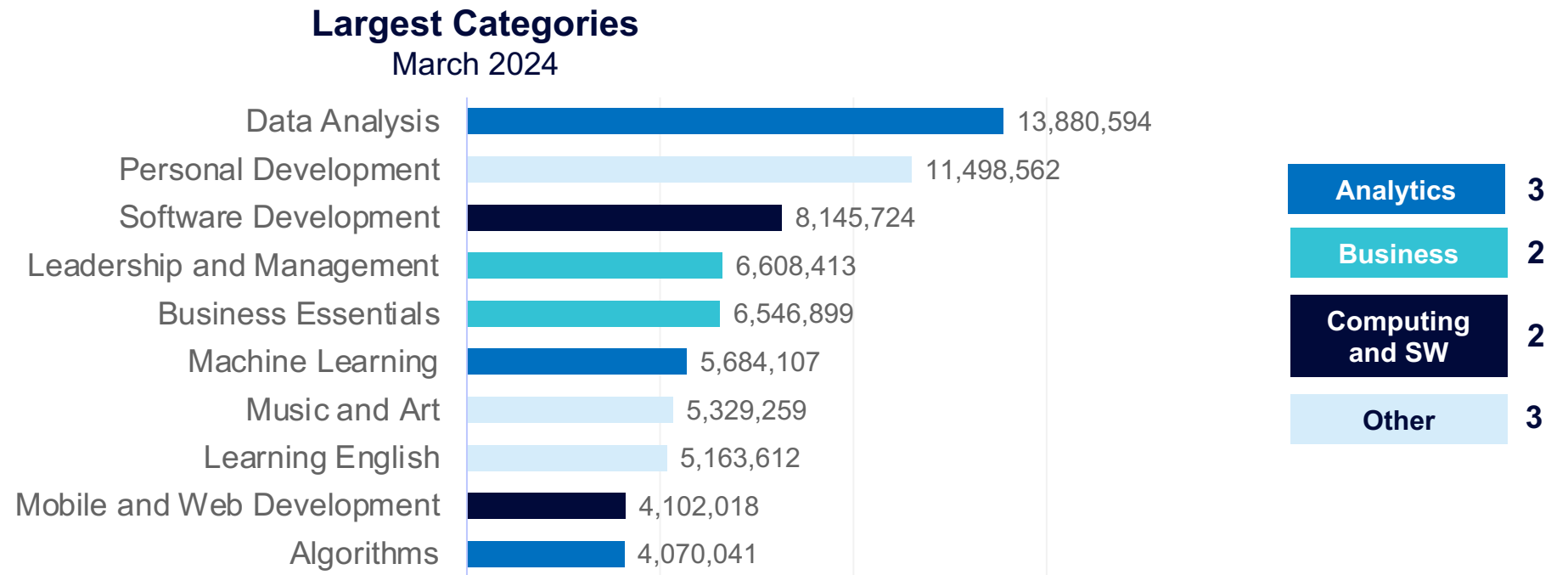
*Minimum enrollment Fall 2018: 1,000

+CIP code change: Architecture and Economics for STEM designation

Non-Degree Demand: Coursera

In March 2024, Coursera added 1.18 million learners.

- Five 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 a 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

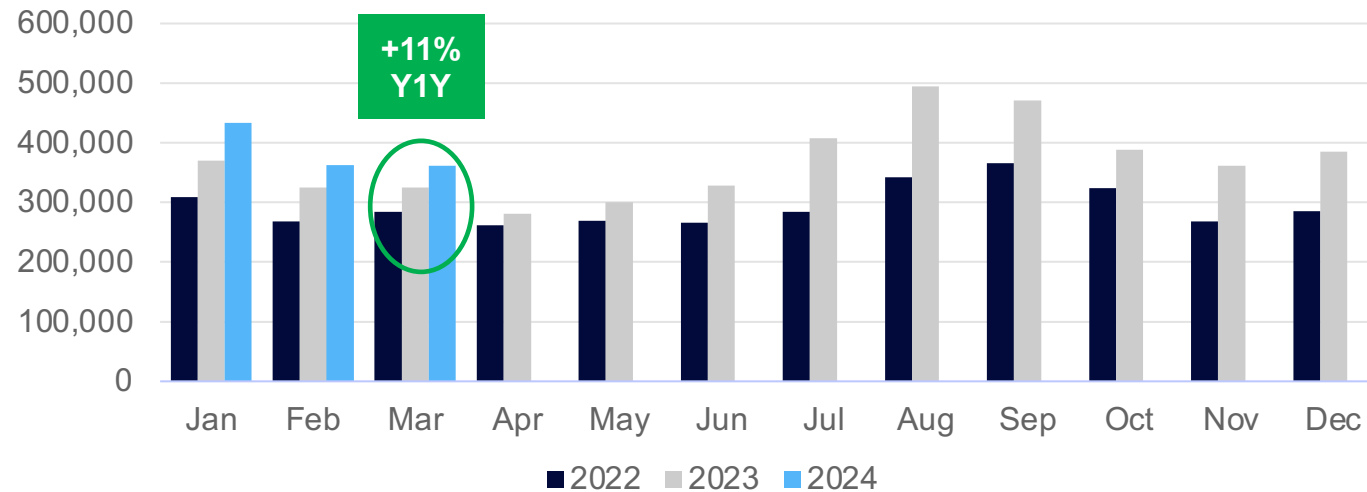


*Includes requirements, reporting, management, ADA, Affirmative Action, Bank, CARF, and Auditing.

International Student Demand

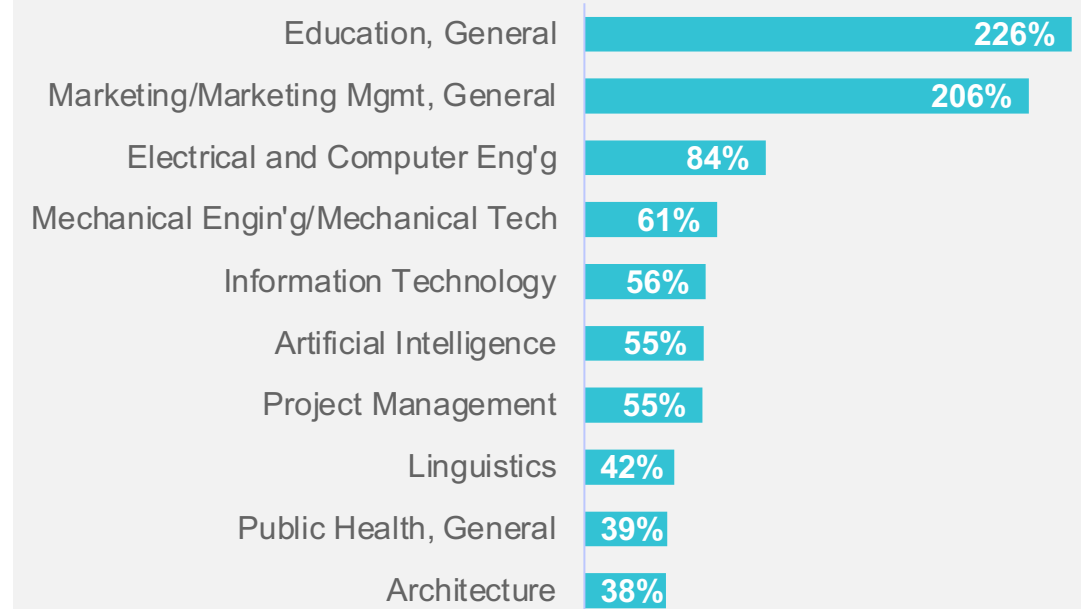
In March, international student interest in US bachelor's and master's programs increased **11% year-over-year.**

International Page Views
2022 - 2024



The fastest-growing program year-over-year was Education.*

10 Fastest-Growing Programs
March 2024 YoY



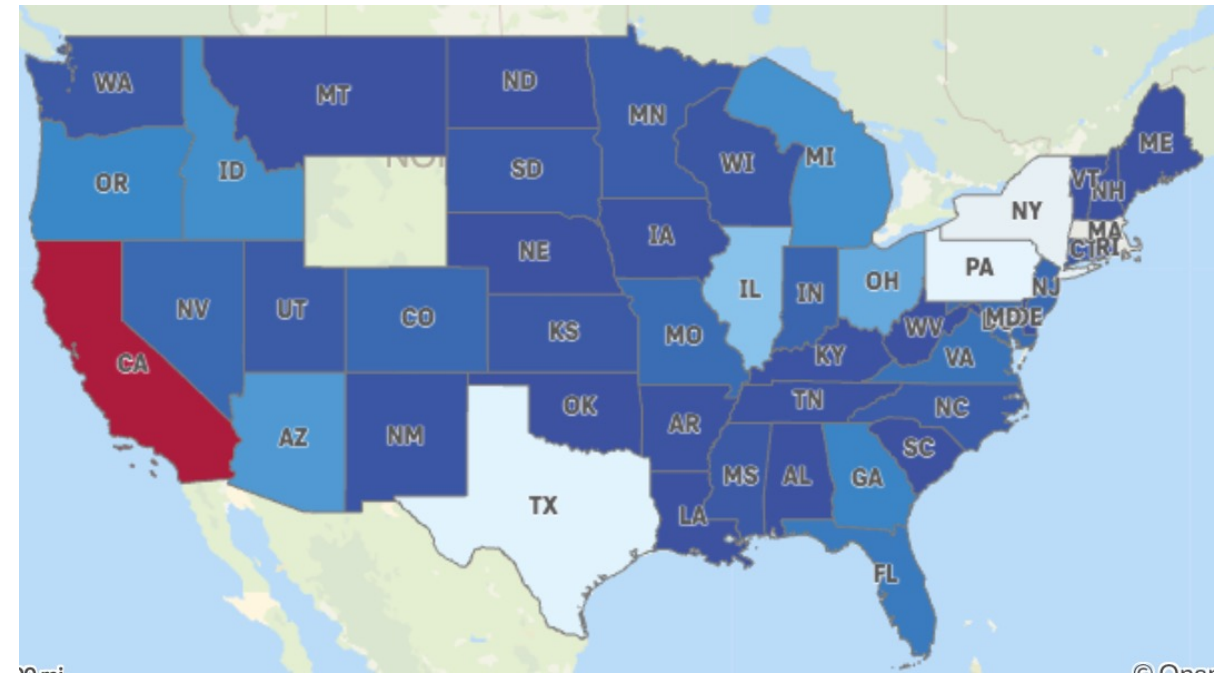
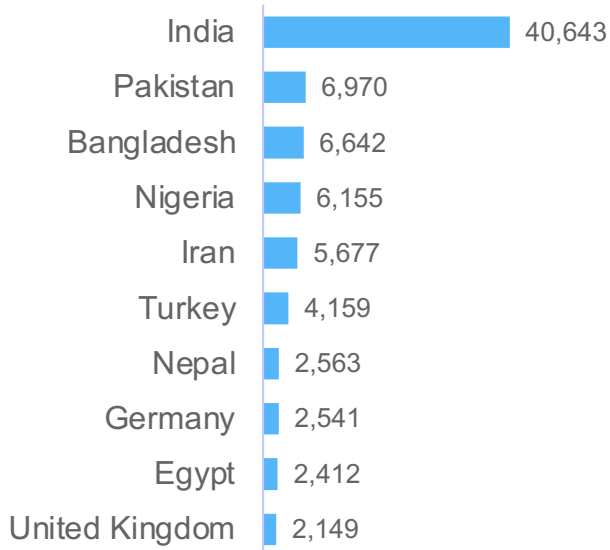
*Minimum Page Views March 2023: 2,000

International Page Views: Artificial Intelligence

India led in page views for Artificial Intelligence.

California is the Most Popular Destination.

Highest International Page Views by Originating Country
Artificial Intelligence, March 2024





Agenda

What is a Program Evaluation System?

Student Demand

National Employment: Current Indicators

Local Matters: Georgia, Montana, Virginia

Live Program Evaluation

Summary

Commonly available data sources only count direct prep jobs.

In a traditional construct, Music majors enter two occupations.

- Gray DI data on over 130,000 graduates of this bachelor's program identifies 774 occupations.
- It also identifies 147 industries and 207,394 companies.

Myth

NCES

Musicians and Singers

Secondary School teachers
(Except Special and Career/Technical)

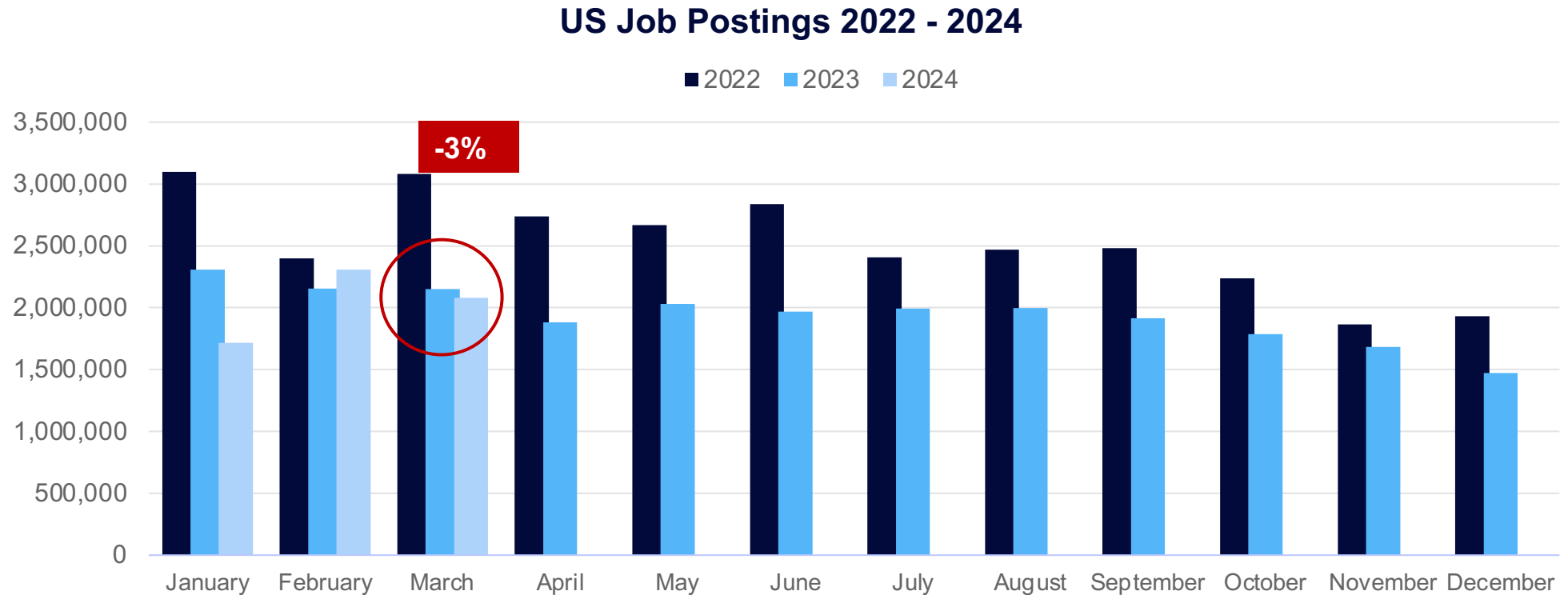
Reality

Highest Volume of Occupations, First Four Years Music, General



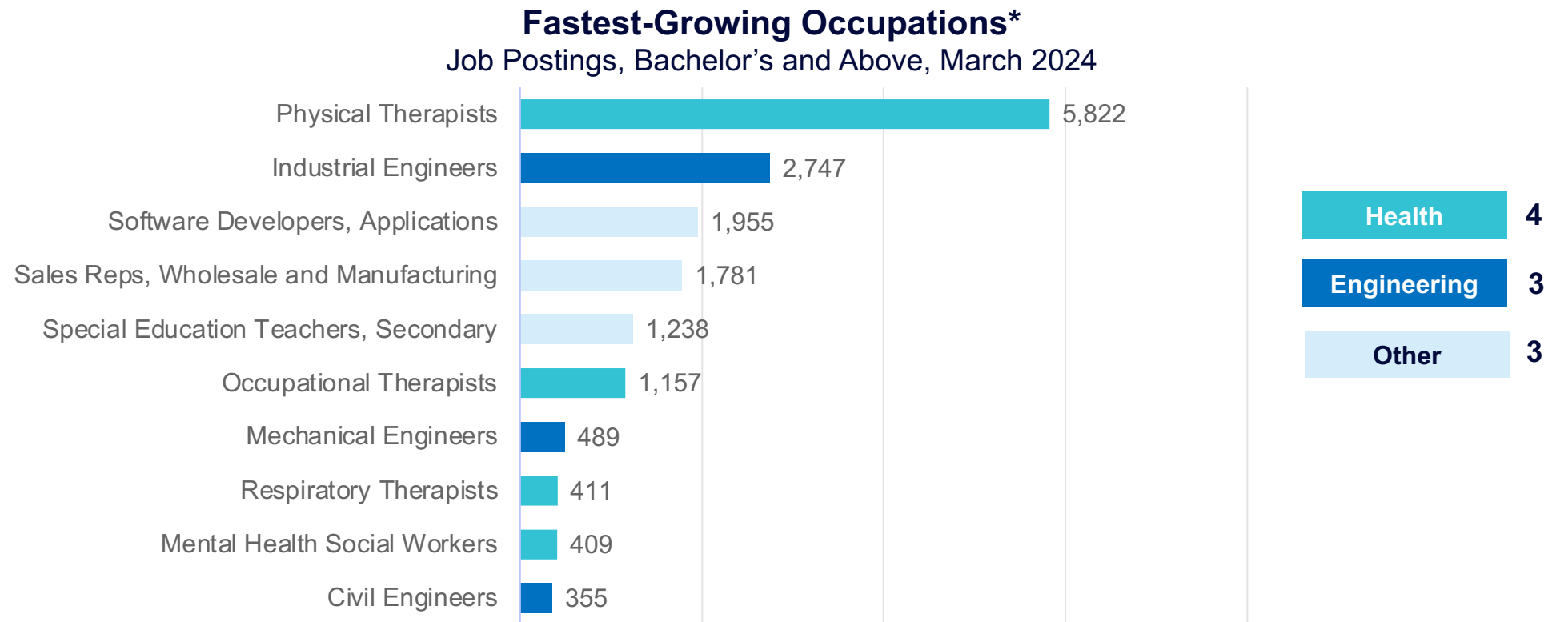
US Job Postings Trends

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



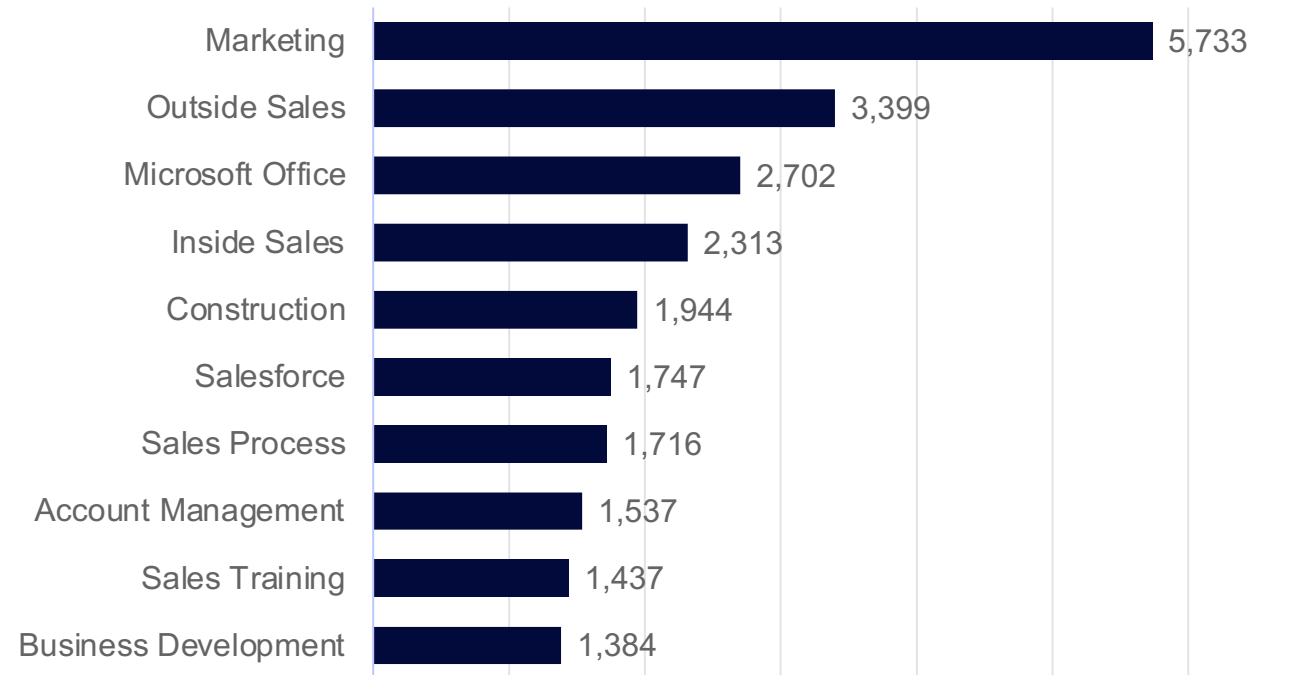
Source: PES Job Postings Dashboard

Which occupations have growing demand? Therapists.



What skills are in demand for Sales Reps in Wholesale and Manufacturing, bachelor's level?

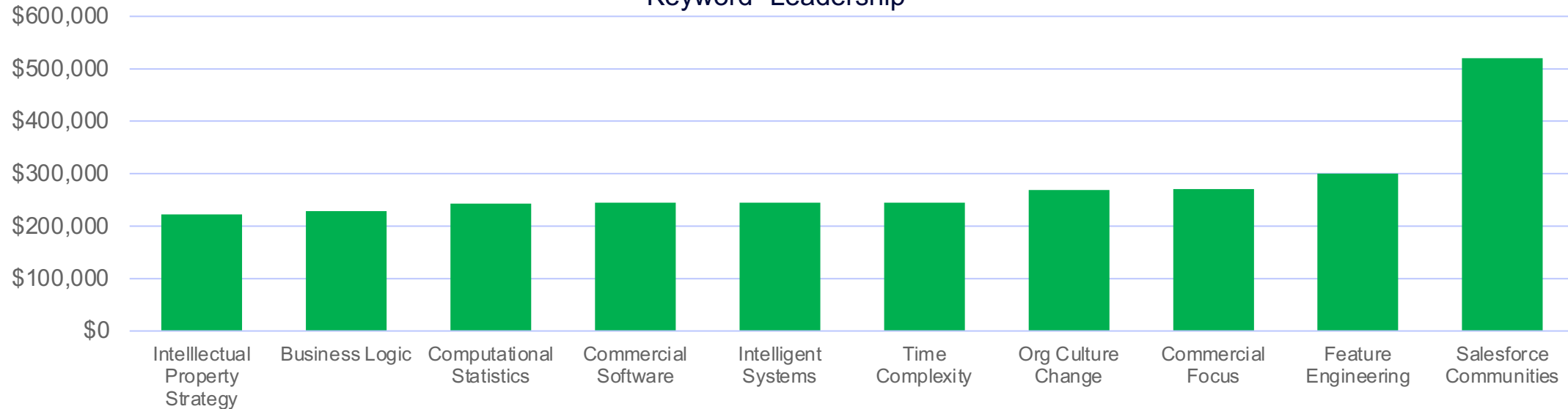
Highest Skills Volume in Job Postings for Sales Reps, Manufacturing
Bachelor's level, Jan 1 – April 24, 2024



What skills will lead to lucrative careers for my Organizational Leadership graduates?

Search job postings by keyword “leadership” to discover high-paying skills.

Median Annual Salary by Job Posting Listing’s Skills
Keyword “Leadership”



Source: PES Job Postings Dashboard



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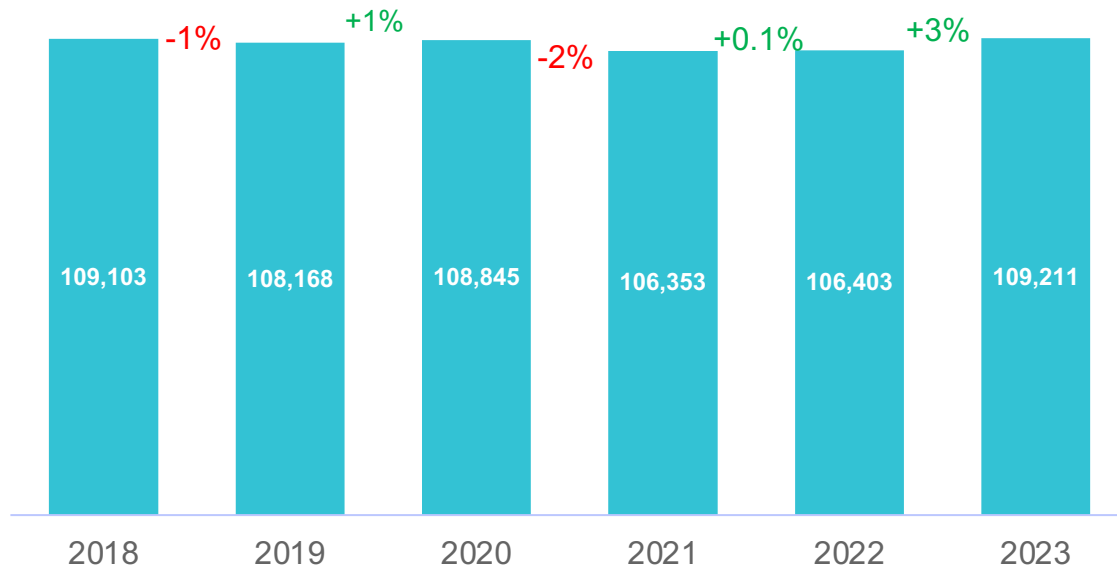




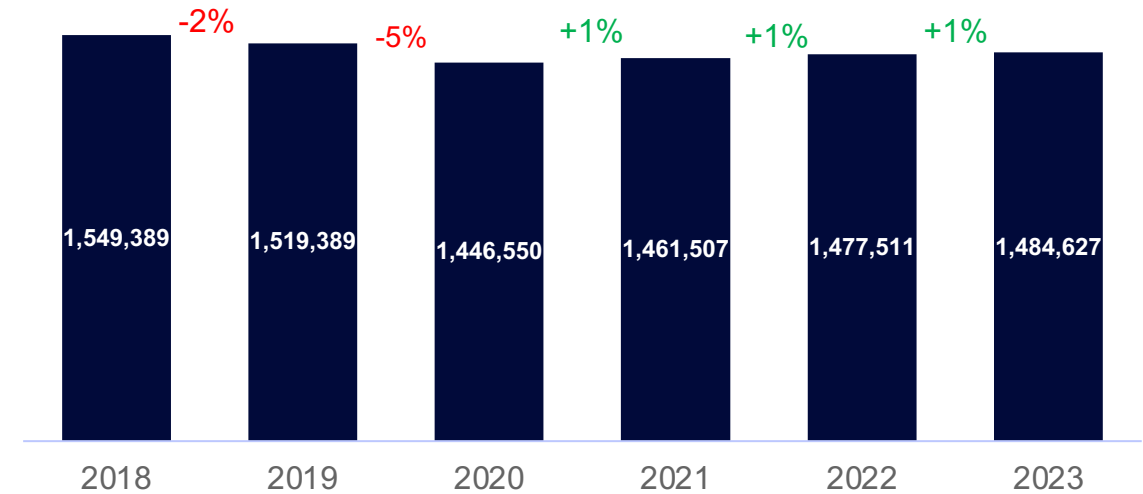
State, county, and city data can differ from national data.

In Fall 2023, Georgia bachelor's new enrollment growth was higher than US growth year-over-year.

Georgia New Fall Enrollment Bachelor's 2018 - 2023 -



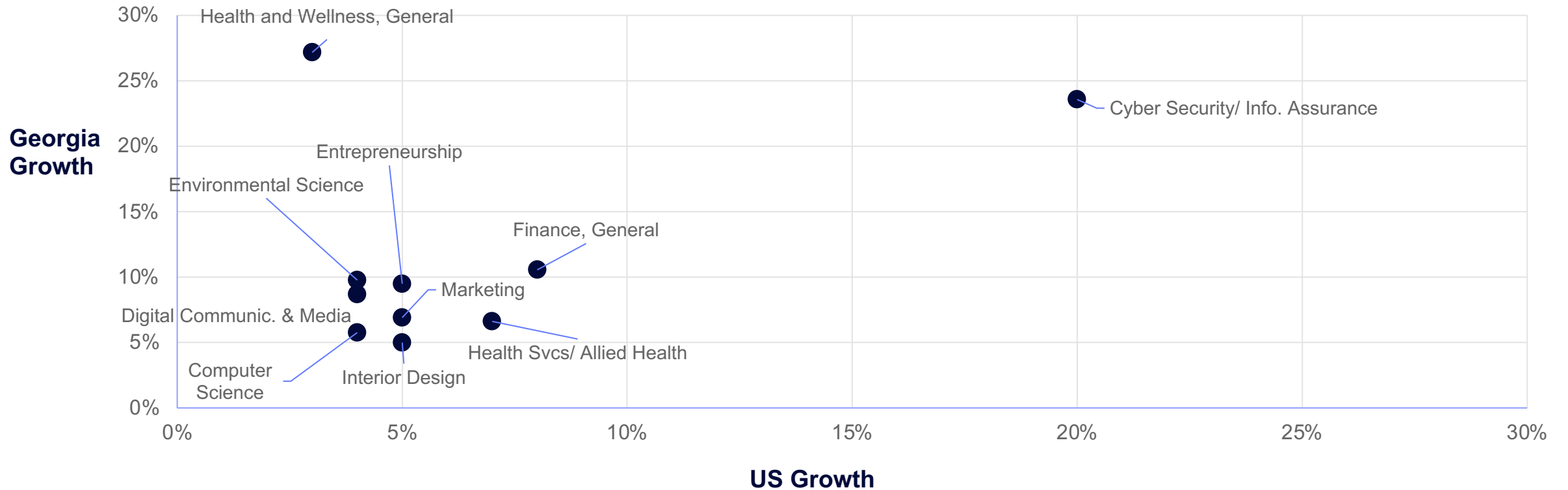
US New Fall Enrollment Bachelor's 2018 - 2023 -



Source: PES Student Enrollment Dashboard

Bachelor's 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.

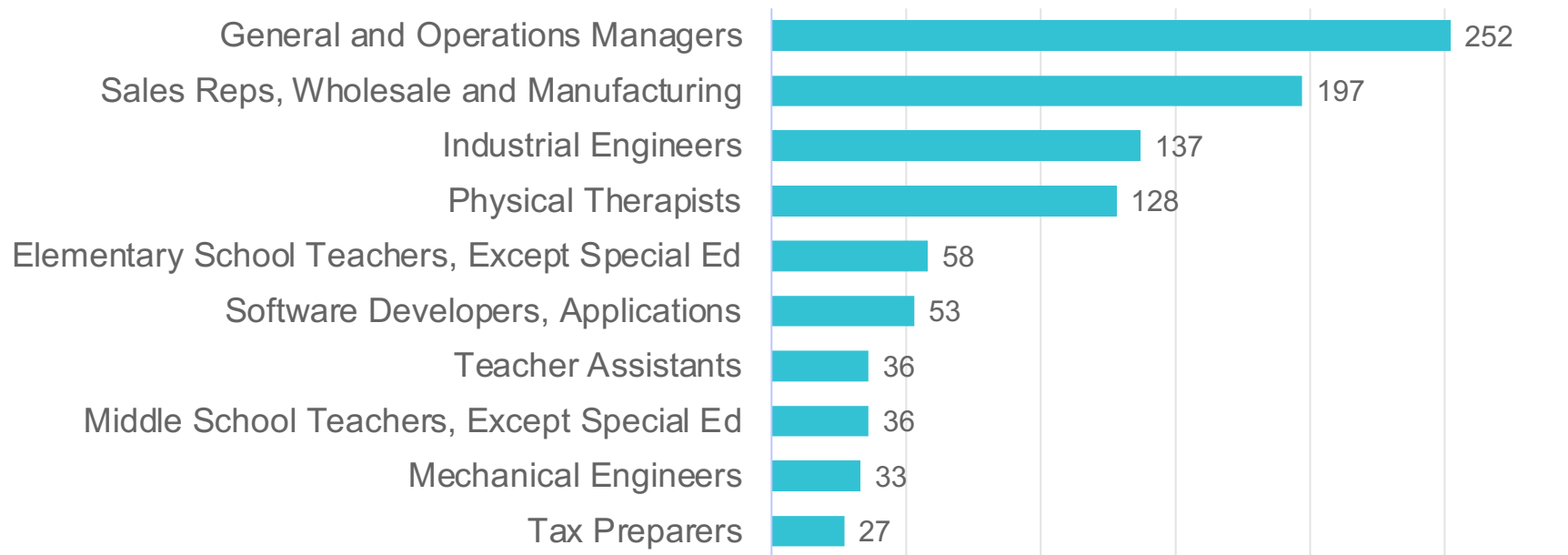


Georgia Job Trends

In March, General and Operations Manager jobs grew by 252 postings year-over-year.

GA Fastest-Growing Occupations*

March 2024



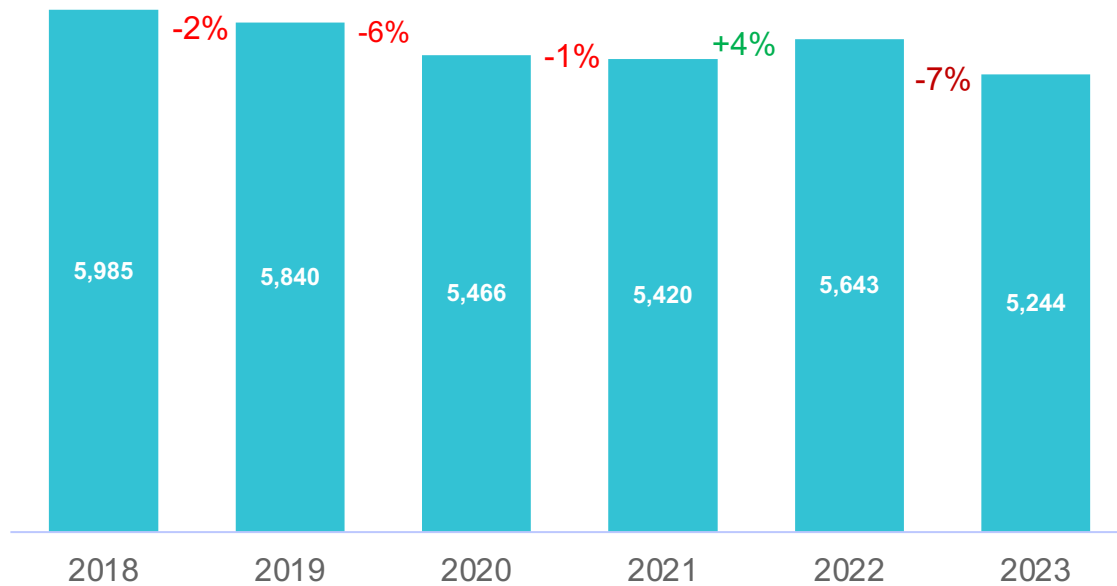
*Excludes Unskilled Labor
Bachelor's and Above



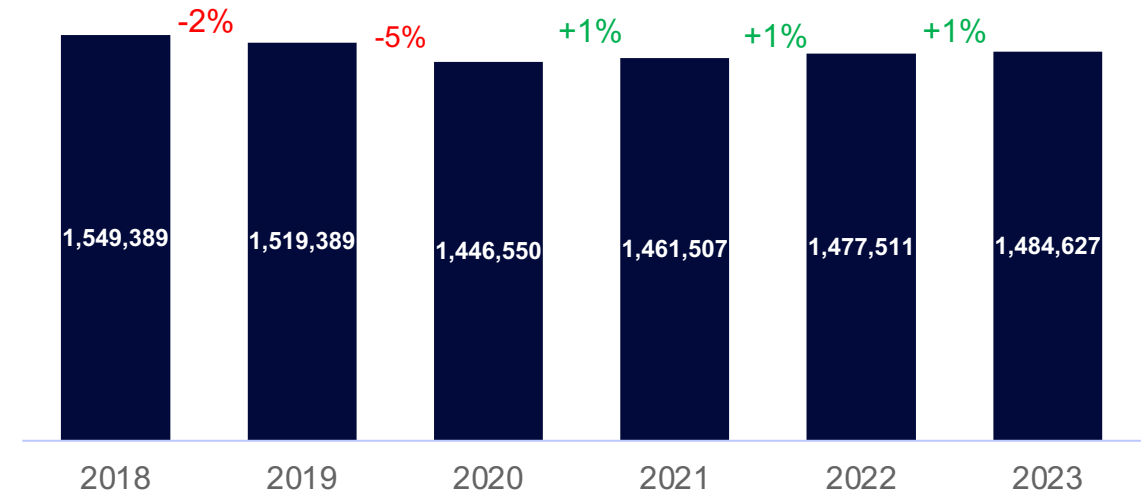
State, county, and city data can differ from national data.

In Fall 2023, Montana's new fall enrollment fell 7% year-over-year.

MT New Fall Enrollment
Bachelor's 2018 - 2023

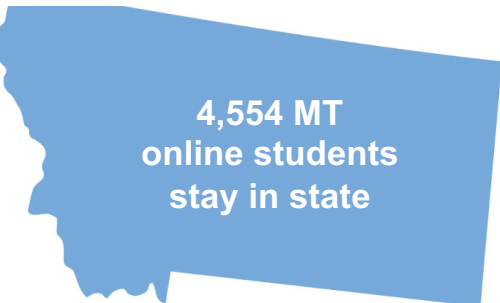


US New Fall Enrollment
Bachelor's 2018 - 2023



**In Fall 2022, more than 6,400 MT students enrolled in online out-of-state institutions.
Western Governors won almost 1,000 students alone.**

Total Online Enrollment Fall 2022

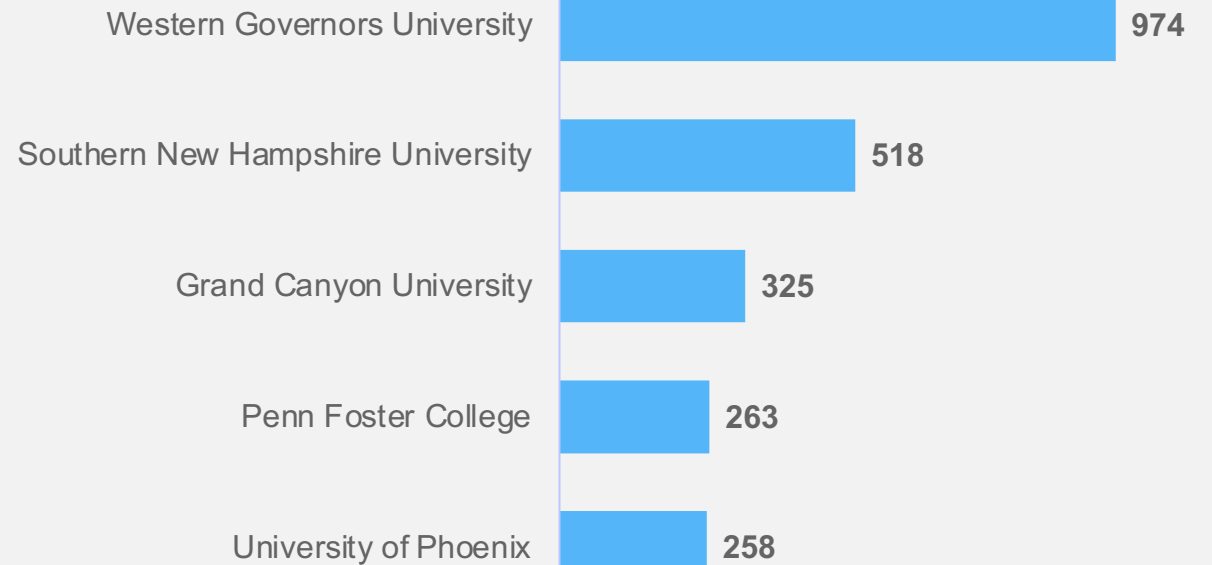


4,554 MT
online students
stay in state

“Exports”
6,413

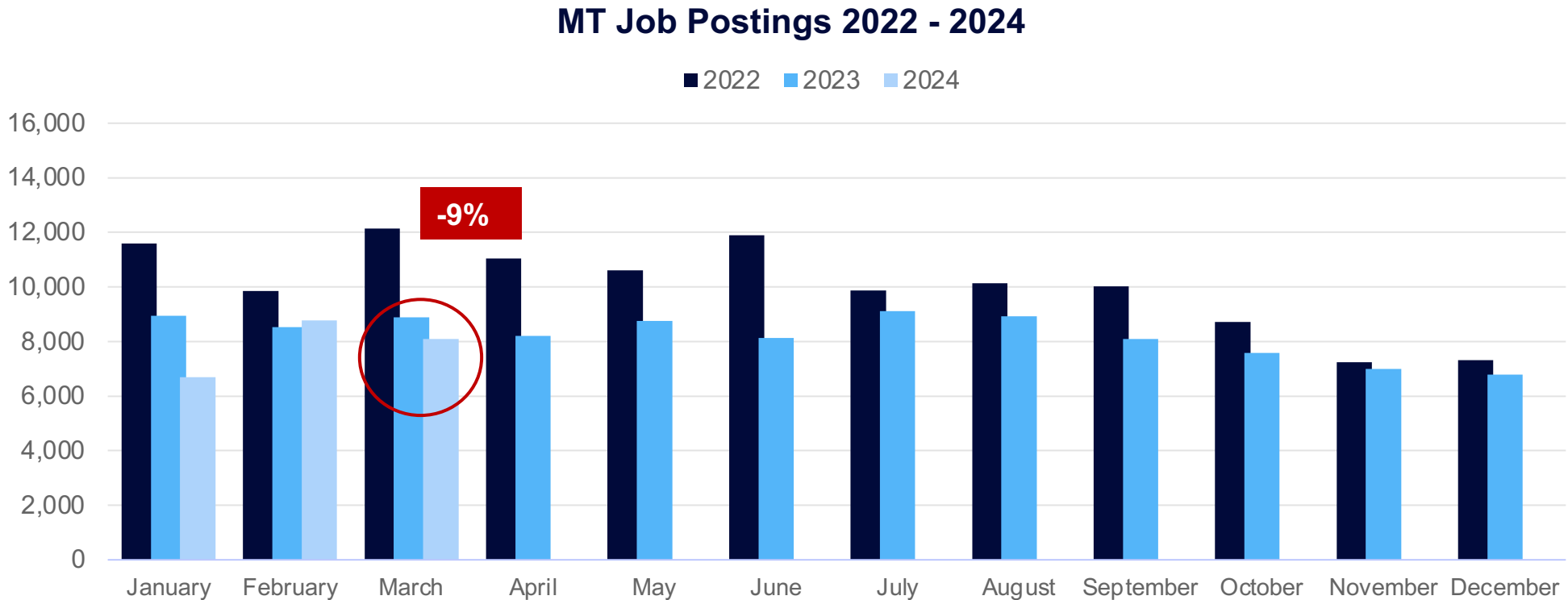
Top Online Out-of-State Institutions

MA Students Enrolled Fall 2022



Montana Job Postings

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



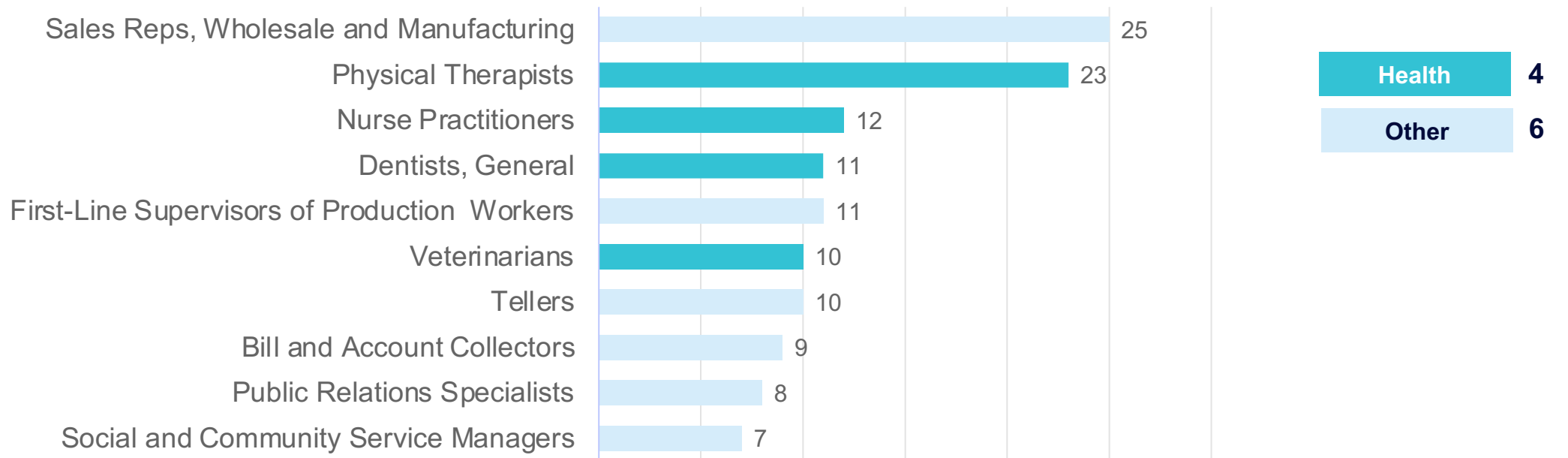
Source: PES Job Postings Dashboard

Montana Job Posting Trends

In March, Wholesale and Manufacturing jobs grew by 25 postings year-over-year.

MT Fastest-Growing Occupations*

March 2024

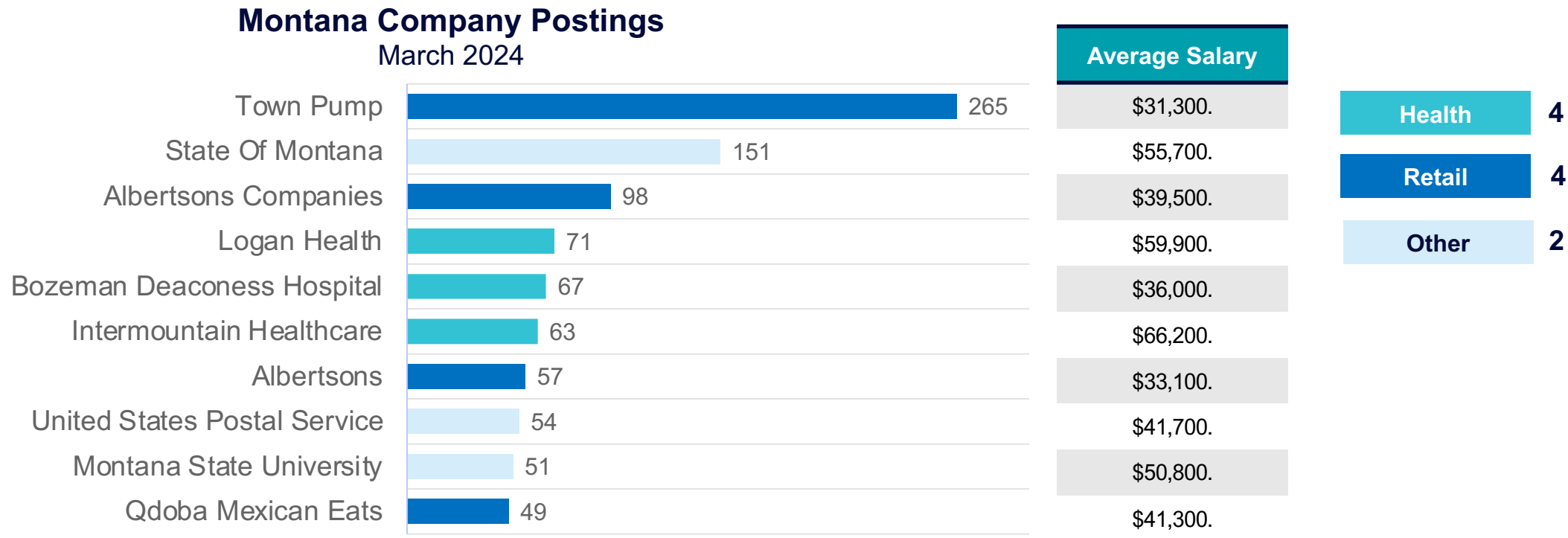


*excludes unskilled labor
Bachelor's and Master's level

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

*Excludes unskilled labor and jobs requiring a graduate degree

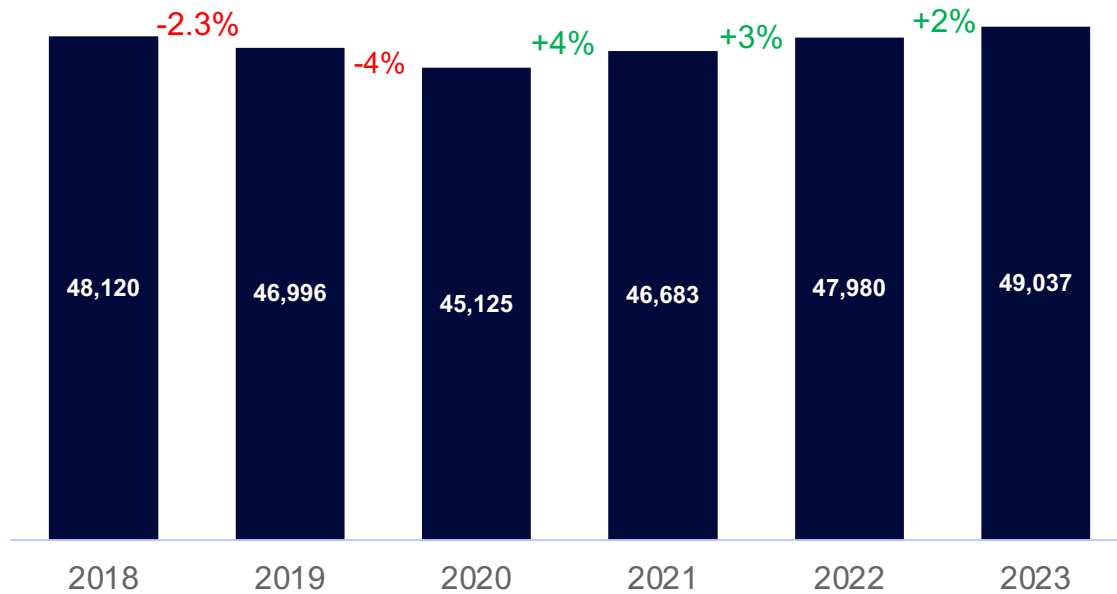




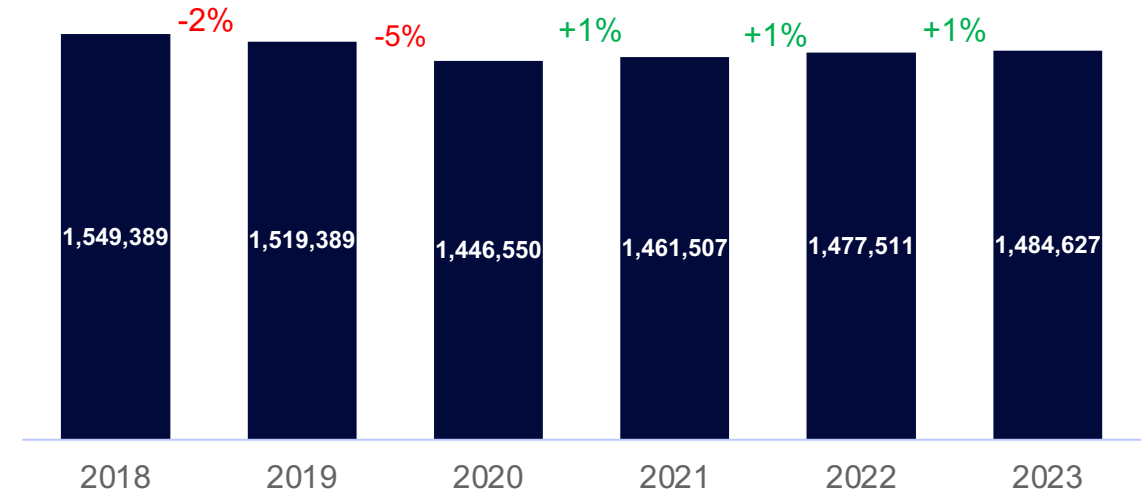
State, county, and city data can differ from national data.

In Fall 2023, Virginia bachelor's new enrollment growth was one point higher than US growth.

VA Fall Enrollment
Bachelor's 2018 - 2023



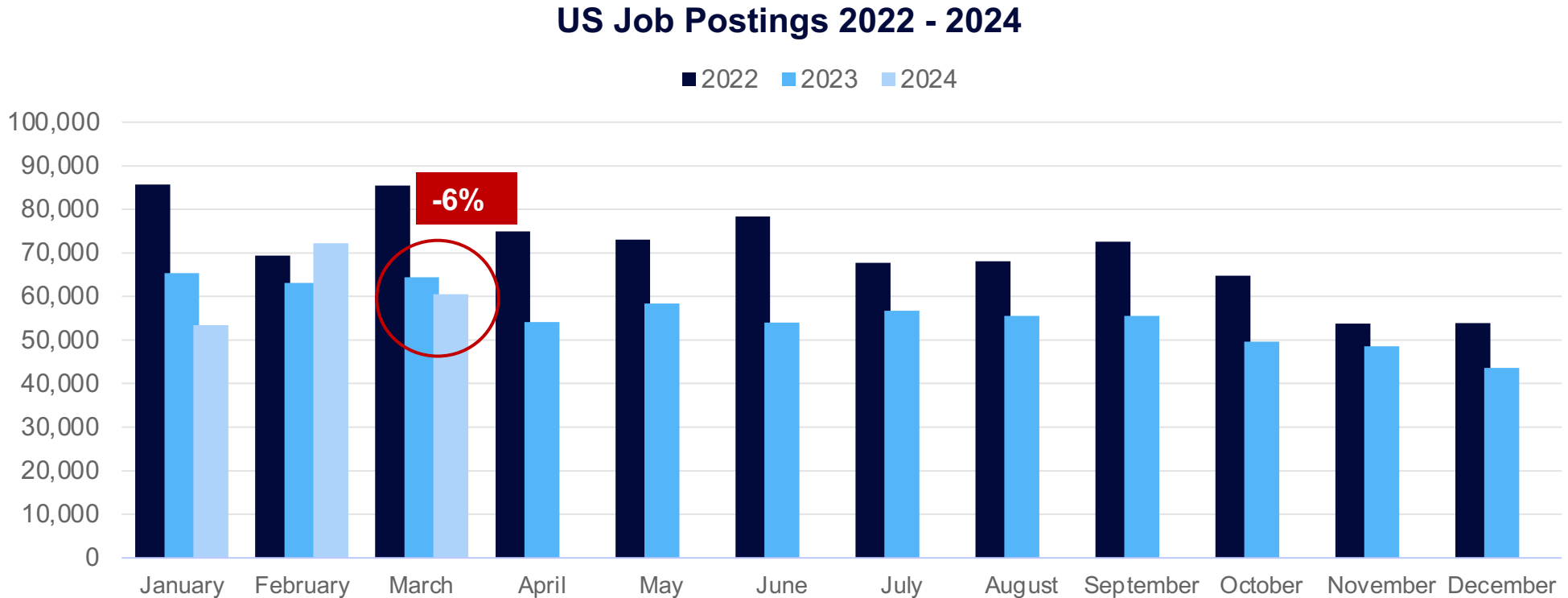
US New Fall Enrollment
Bachelor's 2018 - 2023



Source: PES Student Enrollment Dashboard

Virginia Job Postings Trends

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



Source: PES Job Postings Dashboard

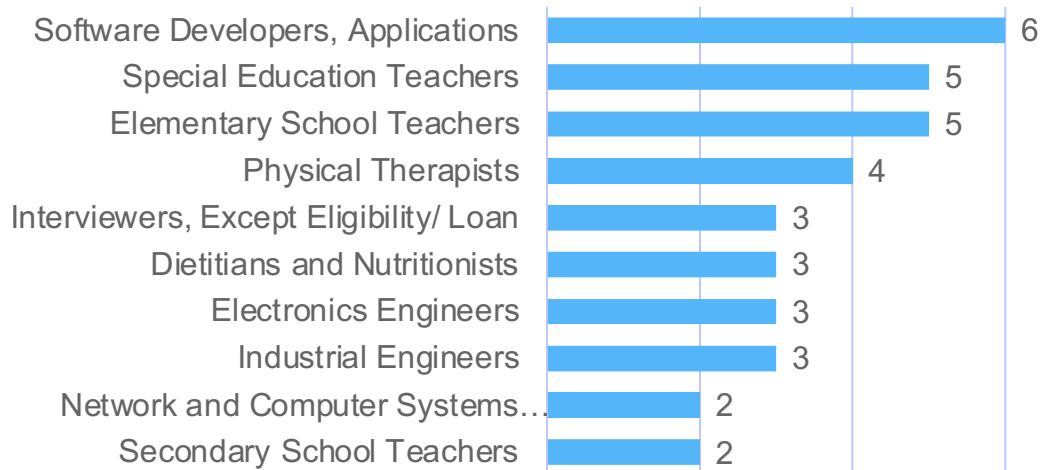
Job Postings: Prince William and Virginia Beach Counties.

Job postings growth can vary significantly by county.

- The 10 fastest-growing jobs in each county had no overlap.

Fastest-Growing Job Postings Prince William County

Unit Change, March 2024 YoY



Fastest-Growing Job Postings Virginia Beach

Unit Change, March 2024 YoY



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

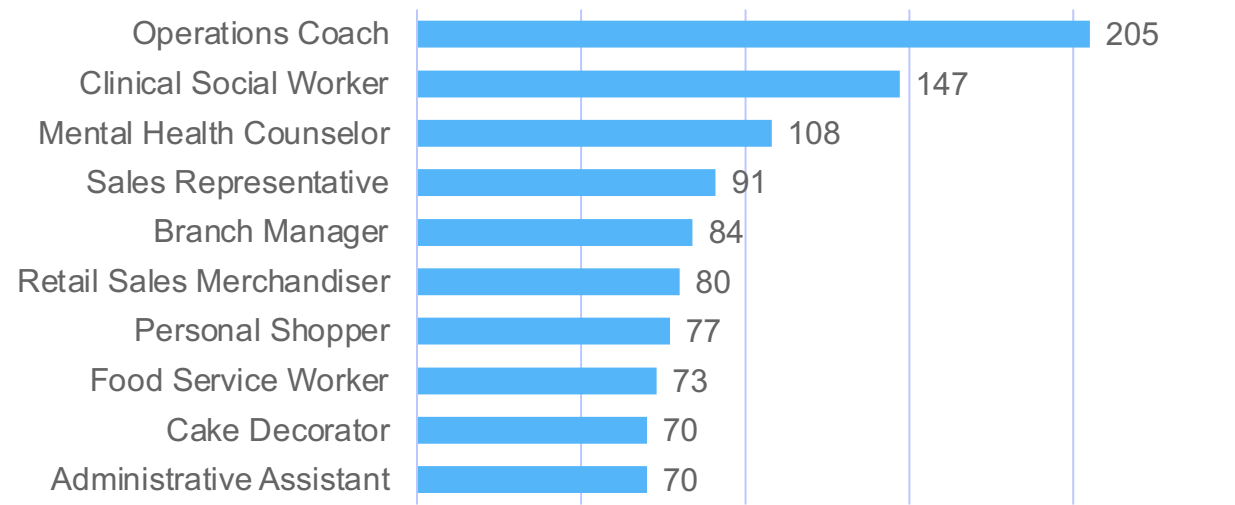
Adaptability is this year’s top in-demand skill.*

- 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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Student Demand

- Google
- Enrollment
- Non-Degree
- International Student Demand

National Employment: Current Indicators

Local Matters: Georgia, Montana, Virginia

Live Program Evaluation

Summary

Summary

- In March, Google searches for academic programs dropped 5% year-over-year.
 - Electrical Engineering grew 33%.
 - Google cost-per-click rose by 10%.
- In Fall 2023, new enrollment in bachelor's programs rose by 1%.
 - Master's new enrollment rose by 3%.
- From 2018 – 2023, bachelor's new enrollment in Cyber Security rose 20% annually.
 - For Master's programs, Data Analytics/Data Science rose 33%.
- In March, US job postings fell 3% year-over-year.
 - Graduates of Bachelor's in Music programs don't go into two occupations; they go into 774.
- Academic program data can vary significantly by state.
 - Track national online competitors to learn if they are taking students out of your state.
 - Enrollment and employment trends can vary significantly by location.
- **Please reach out for a job posting description search report or the state-specific data for your state.**

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

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