



Demand for Higher-Education Programs

March 28, 2024

Agenda

What is a Program Evaluation System?

Student Demand

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

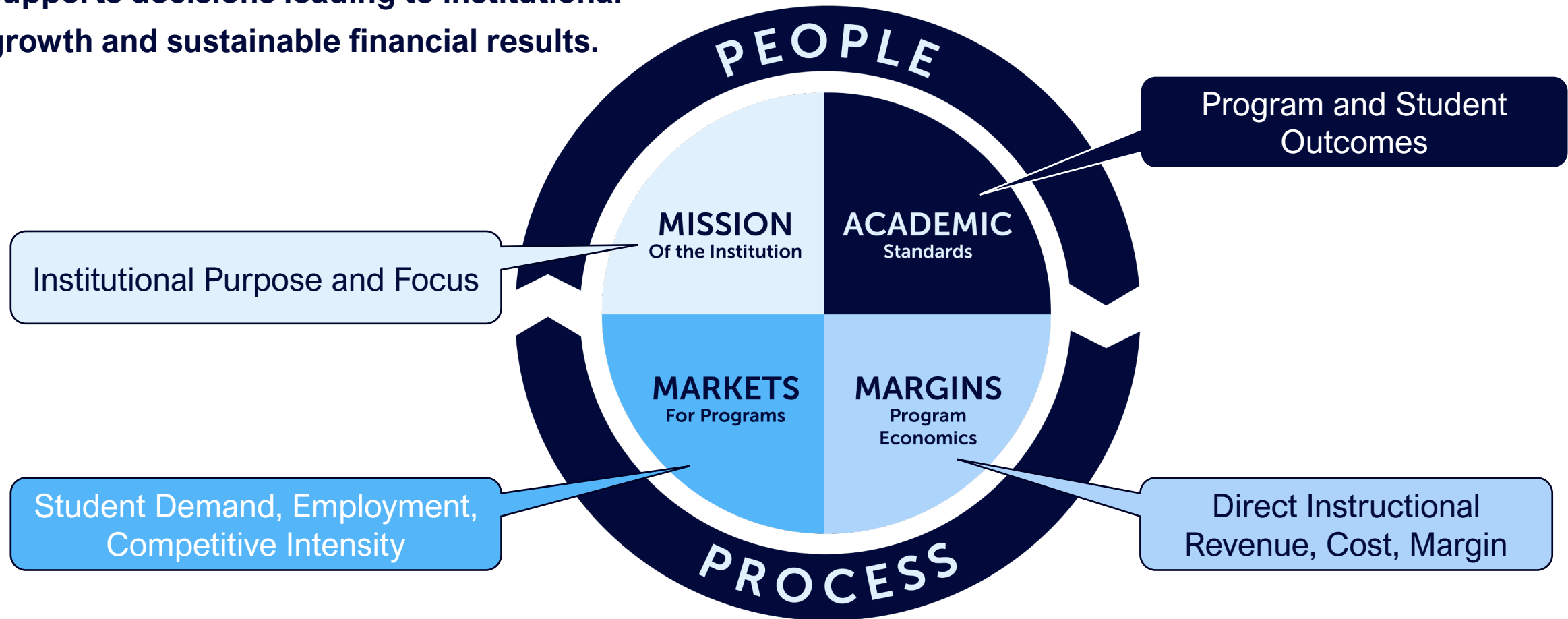
National Employment: Current Indicators

Local Matters: Illinois, Massachusetts, Washington

Summary



An academic Program Evaluation System supports decisions leading to institutional growth and sustainable financial results.





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Summary

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

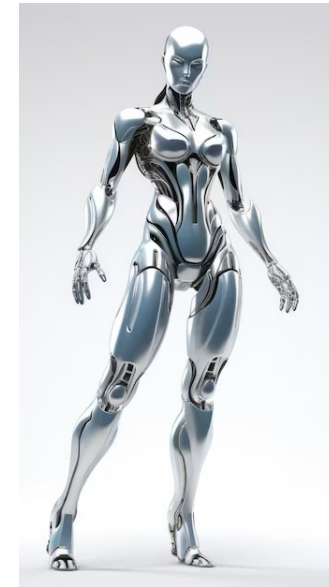
Insights on Student Demand



IPEDES



Enrollment



Google



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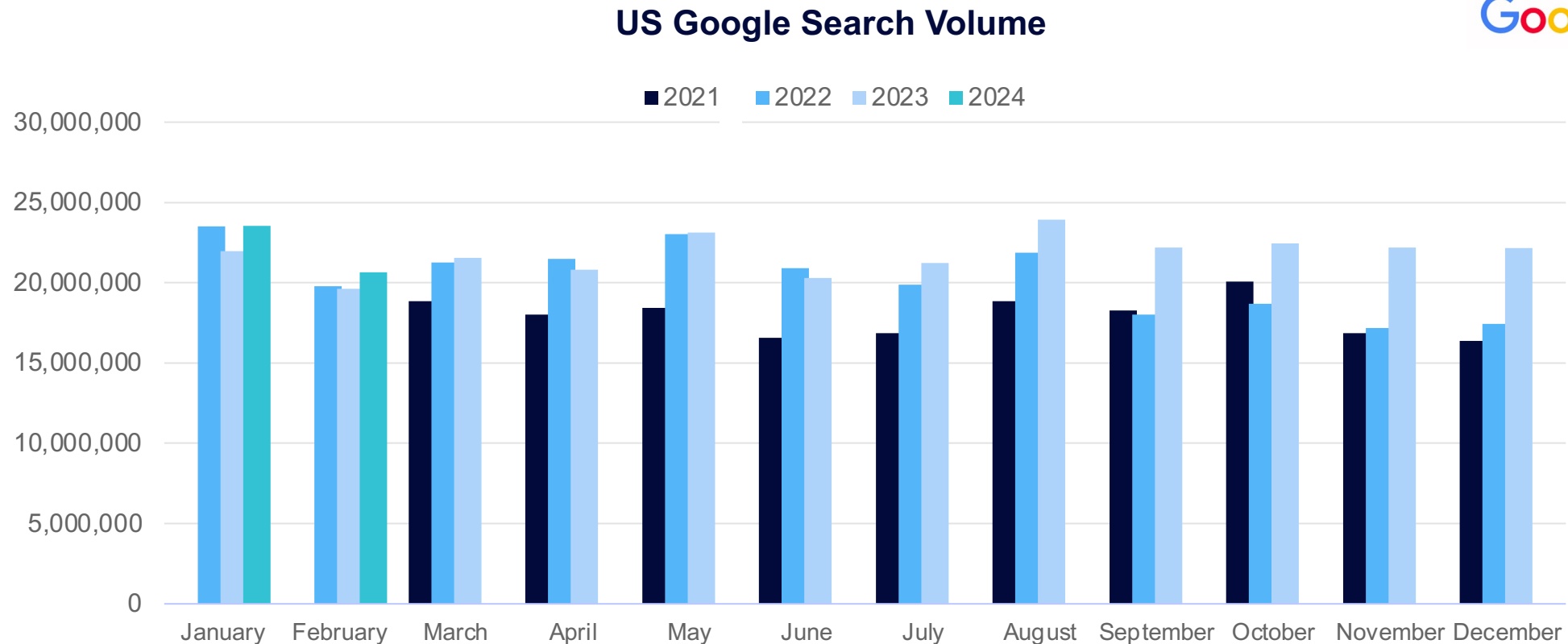
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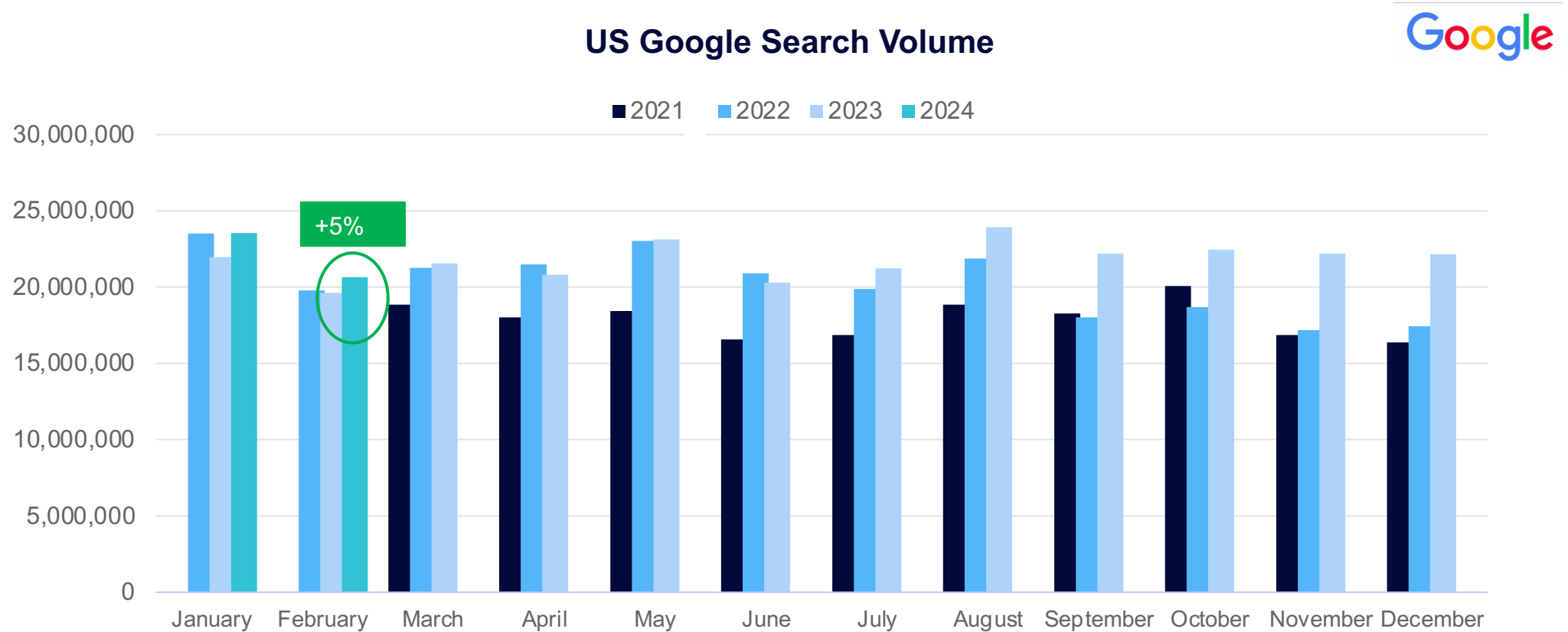
Google Search Trends: Programs

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



Google Search Trends: Programs

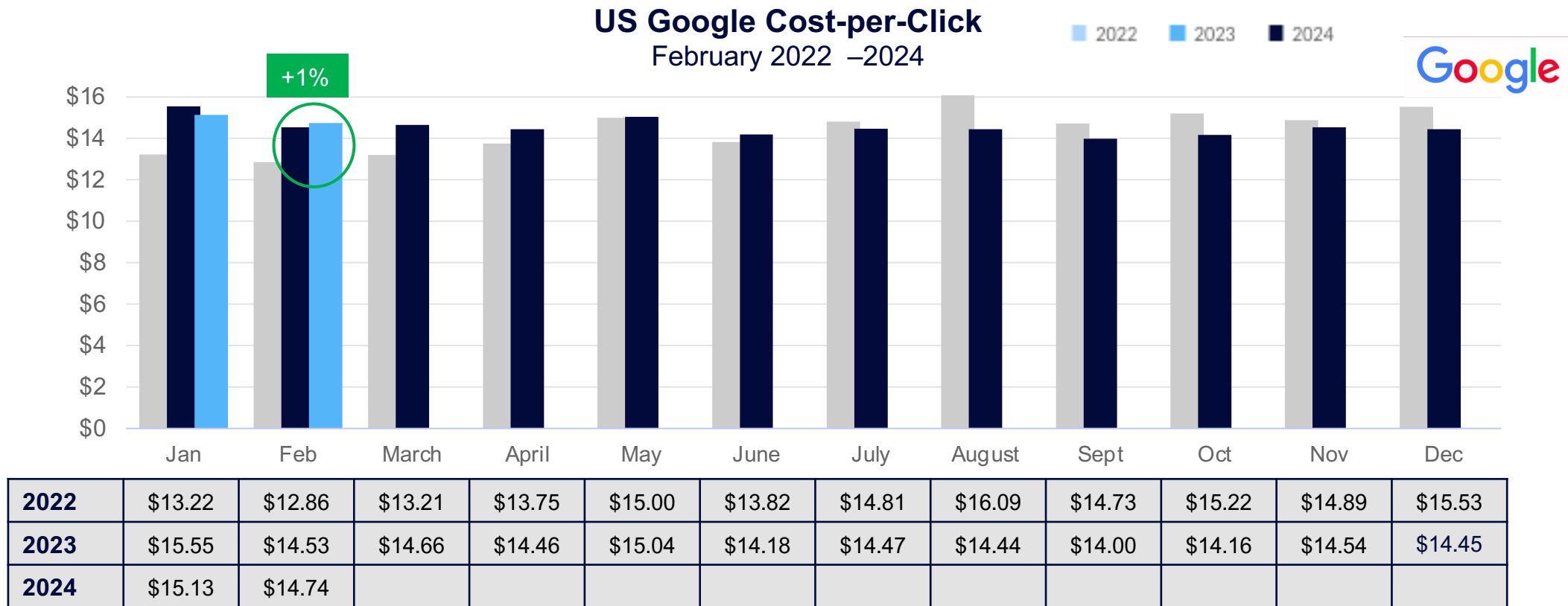
In February 2024, Google searches for academic programs grew 5% year-over-year.



Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

In February 2024, the average Google cost-per-click increased 1% year-over-year.





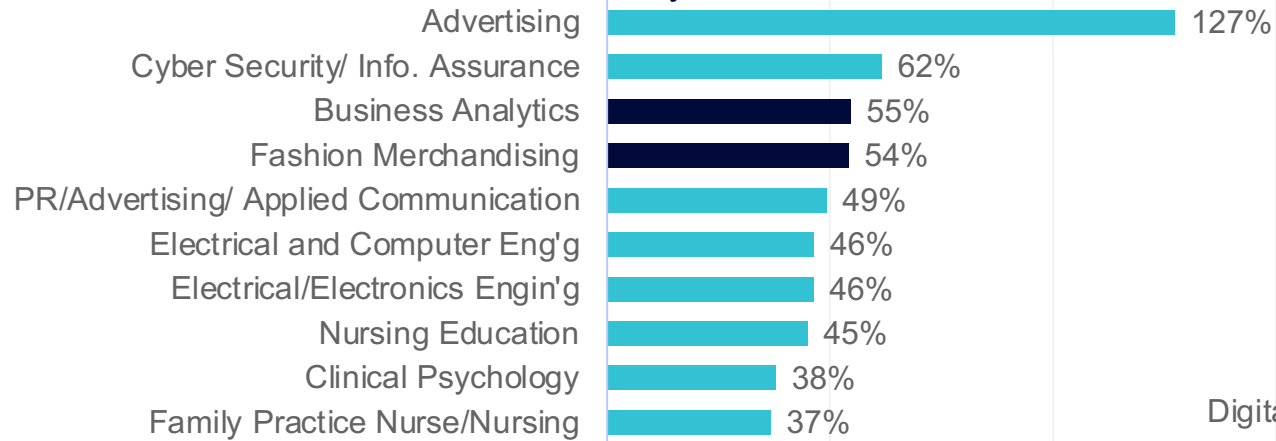
Google searches are volatile.

The fastest-growing keyword searches for programs change month to month.

- Look for trends over time. Demand can change quickly.
- Comparing February 2024 and September 2023 (trailing six months), only two programs overlap.

US Fastest-Growing Programs

February 2024 YoY

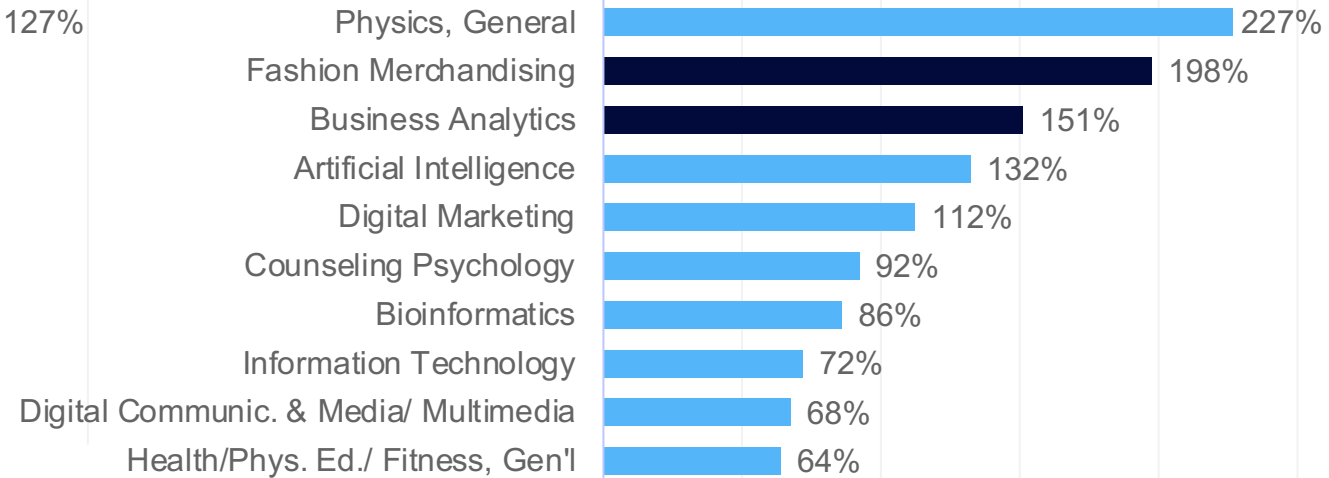


*Minimum 10,000 searches February 2023

Overlap

US Fastest-Growing Programs

September 2023 YoY



*Minimum 10,000 searches September 2023



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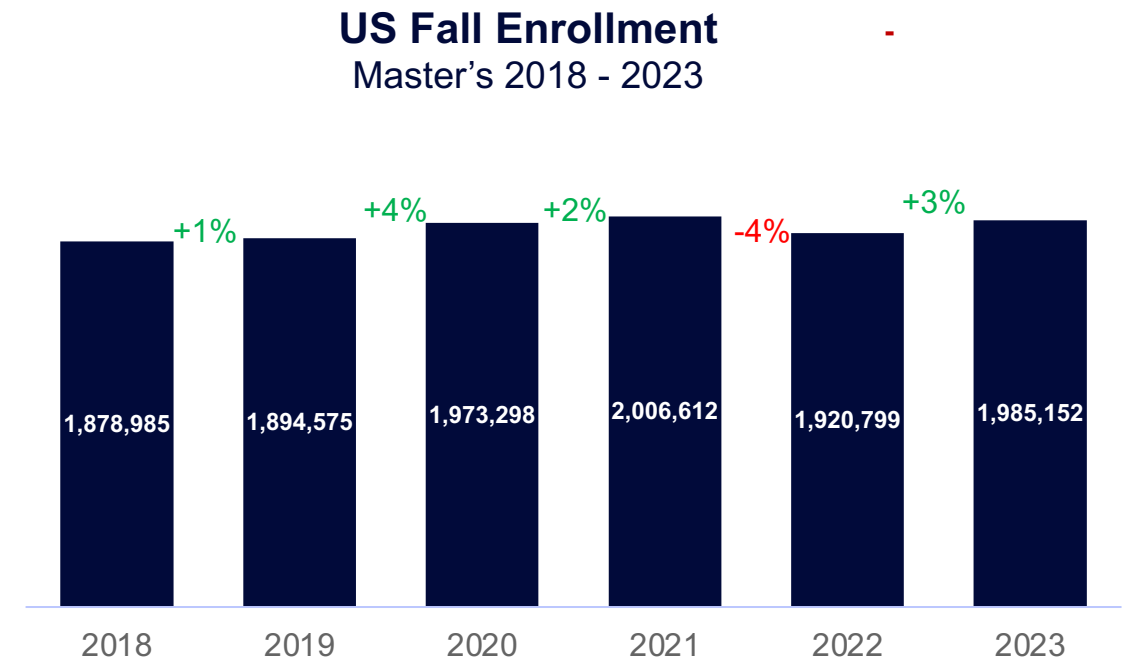
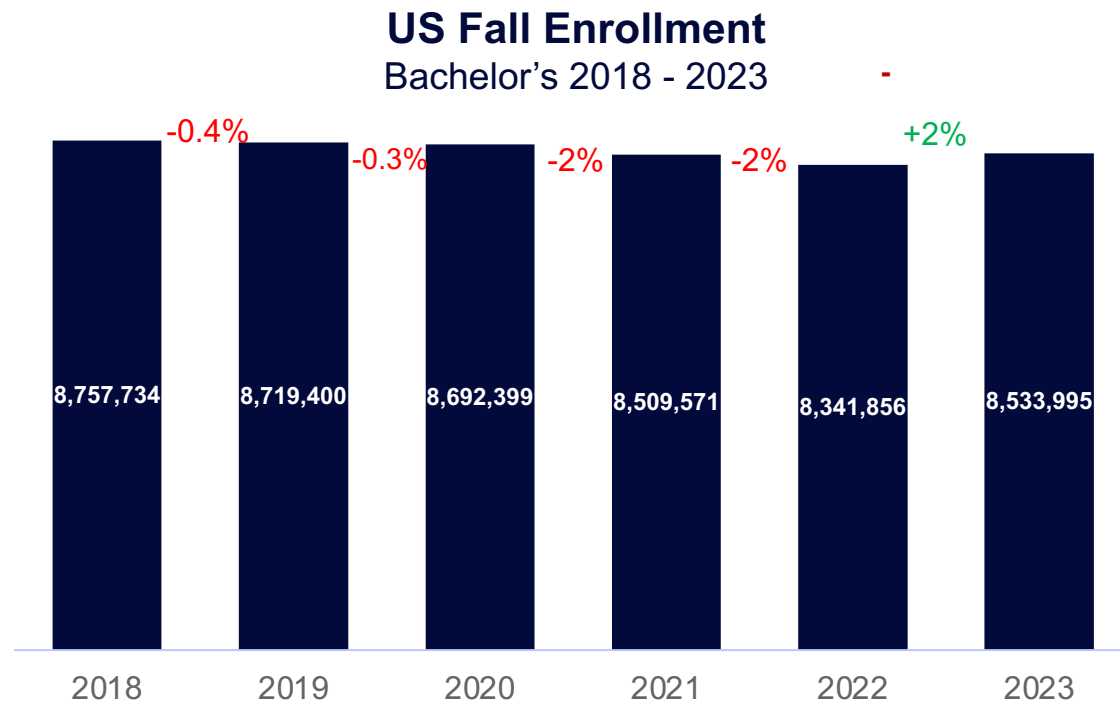
Local Matters: Illinois, Massachusetts, Washington

Summary

Fall Total Enrollment

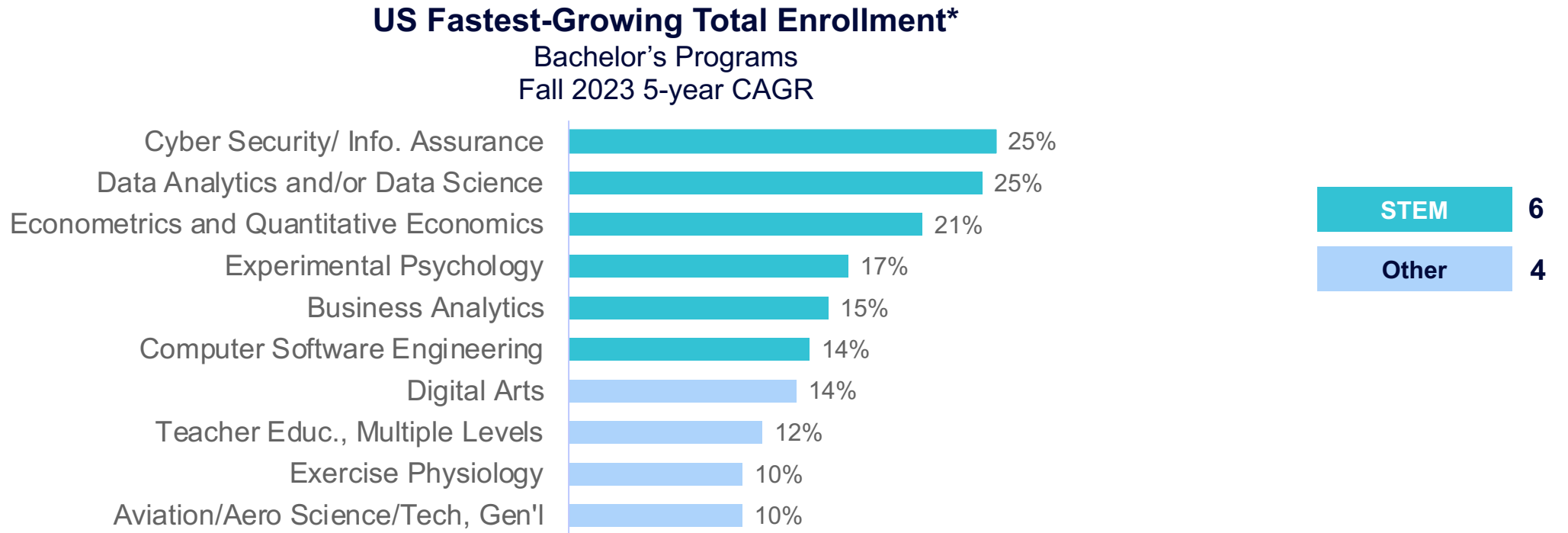
In Fall 2023, US student enrollment rose 2% at the bachelor's level.

- Master's programs rose 3%.



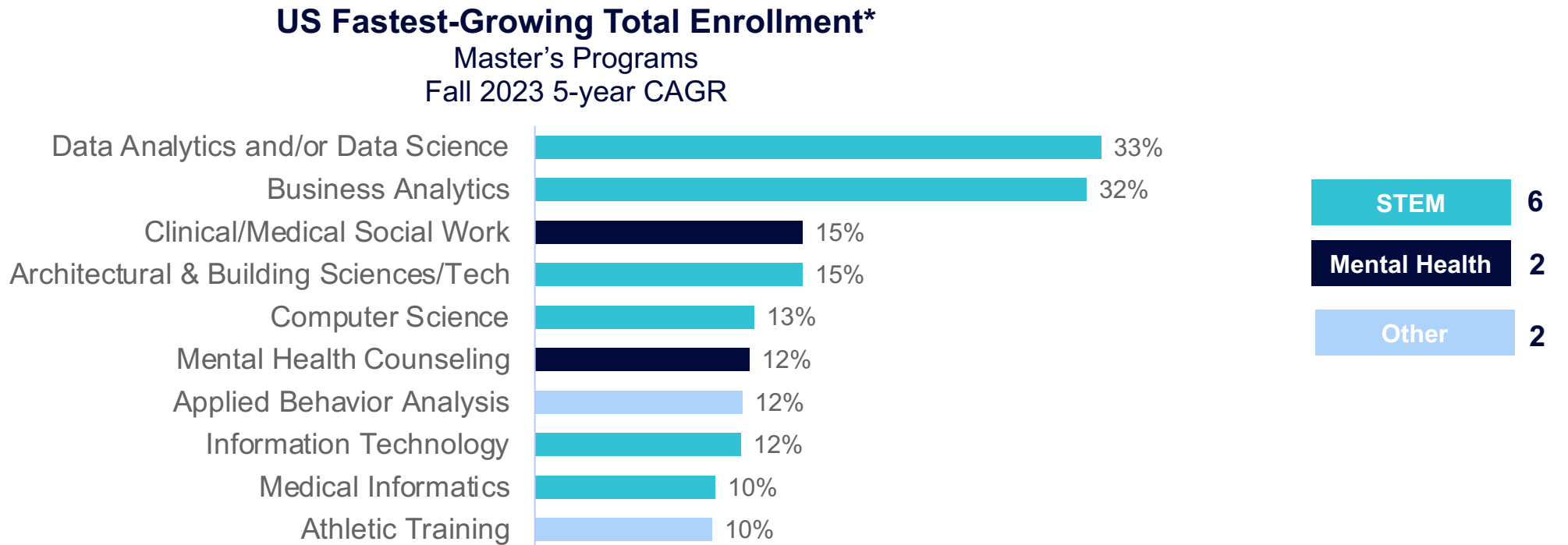
Bachelor's: Fall 2023 Fastest-Growing Total Enrollment (five-year CAGR)

From Fall 2018 to Fall 2023, Cyber Security grew an average of 25% annually.



Master's: Fall 2023 Fastest-Growing Total Enrollment (five-year CAGR)

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



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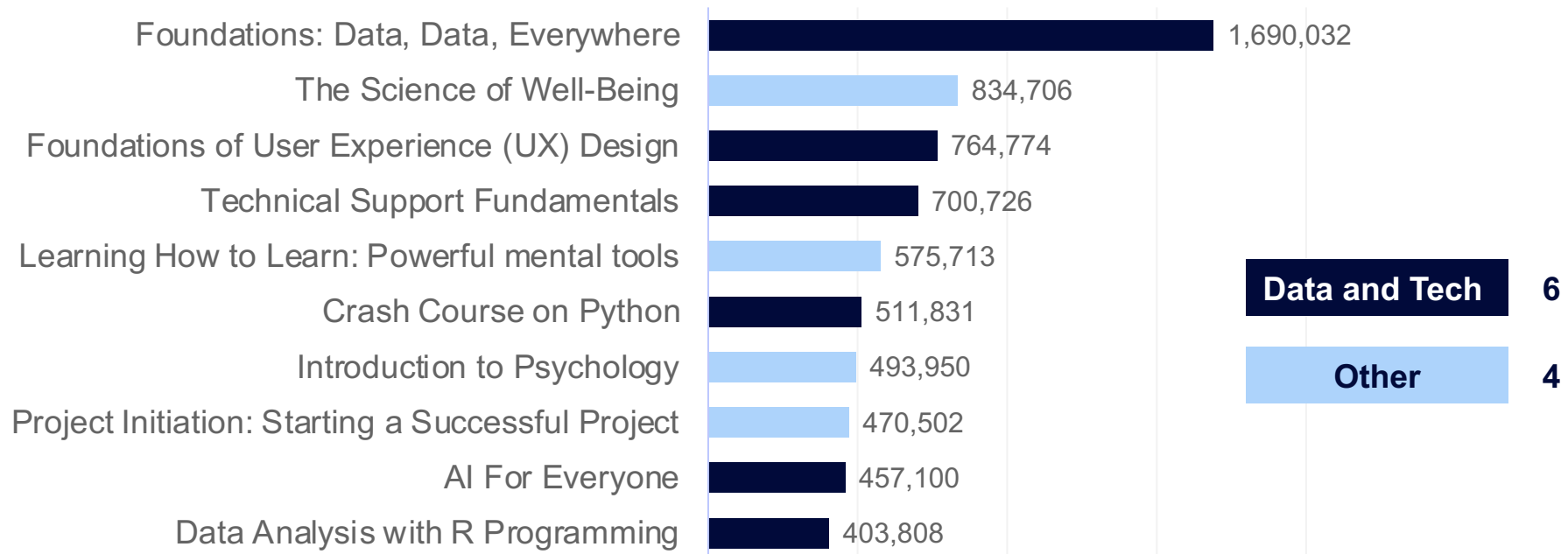
Local Matters: Illinois, Massachusetts, Washington

Summary

Non-Degree Demand: Coursera

From February 2022 – 2024, Foundations: Data, Data, Everywhere added over 1.6 million learners.

Fastest-Growing Courses by Unit Change February 2022 – 2024



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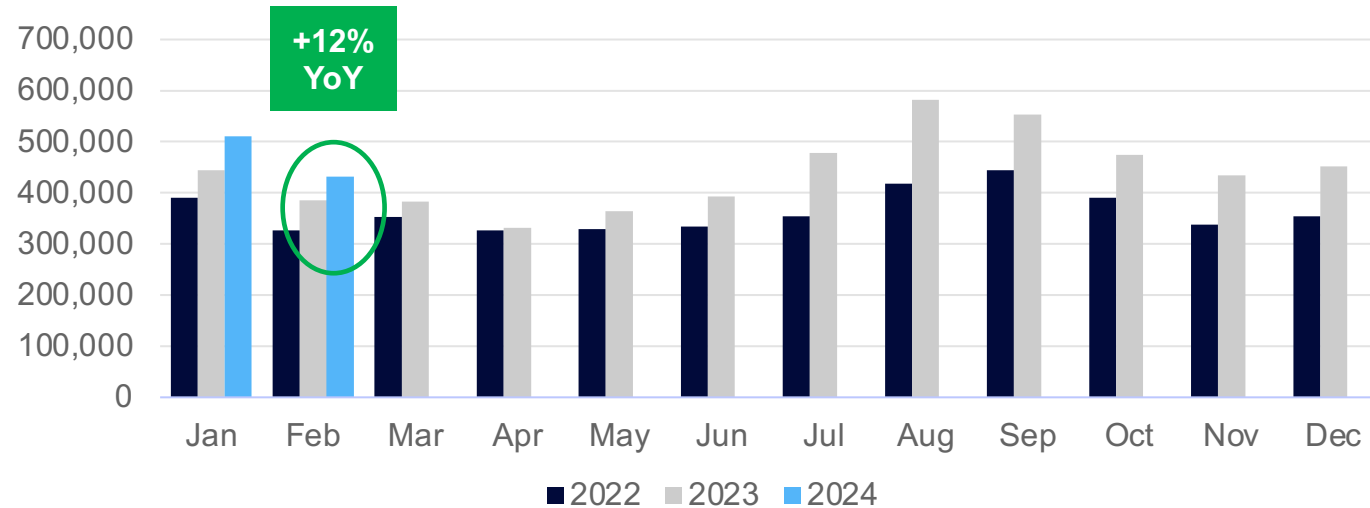
Local Matters: Illinois, Massachusetts, Washington

Summary

International Student Demand

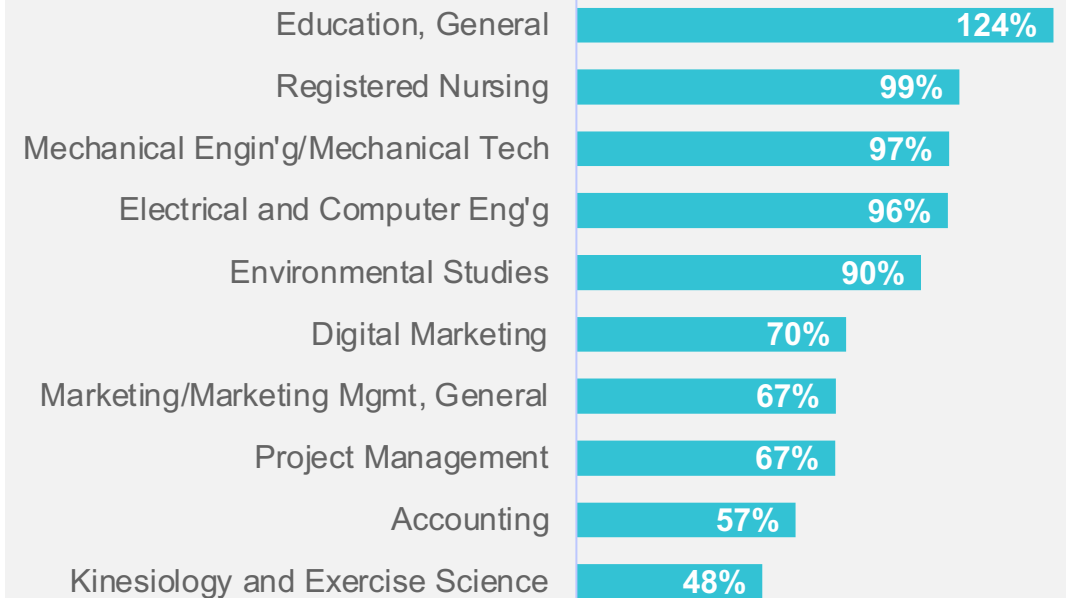
In February, international student interest in US programs increased 12% year-over-year.

International Page Views
2022 - 2024



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

10 Fastest-Growing Programs
February 2024 YoY



Source: PES International Student Demand Dashboard (excludes China)

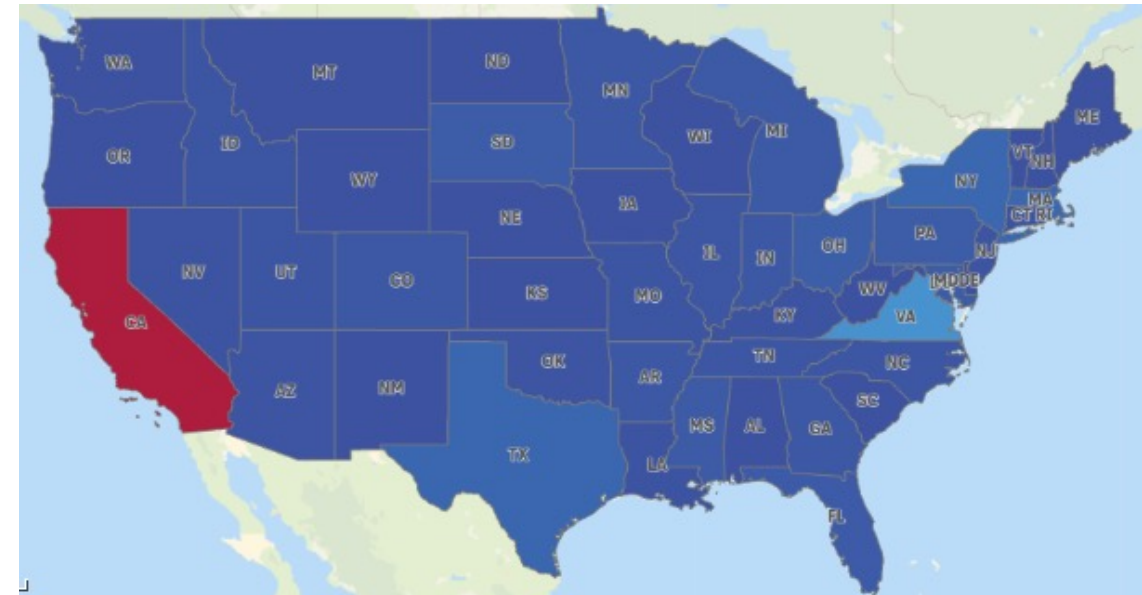
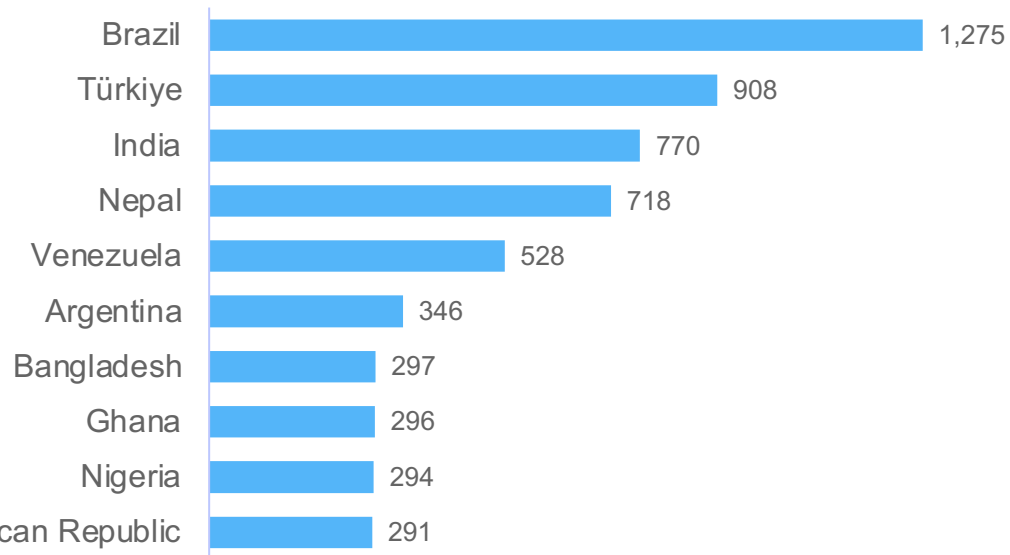
*Minimum Page Views February 2023: 2,000

International Page Views: Education, General

Brazil led in page views for Education.

Most of the interest was in California Education programs.

Highest International Page Views by Originating Country
Education, February 2024





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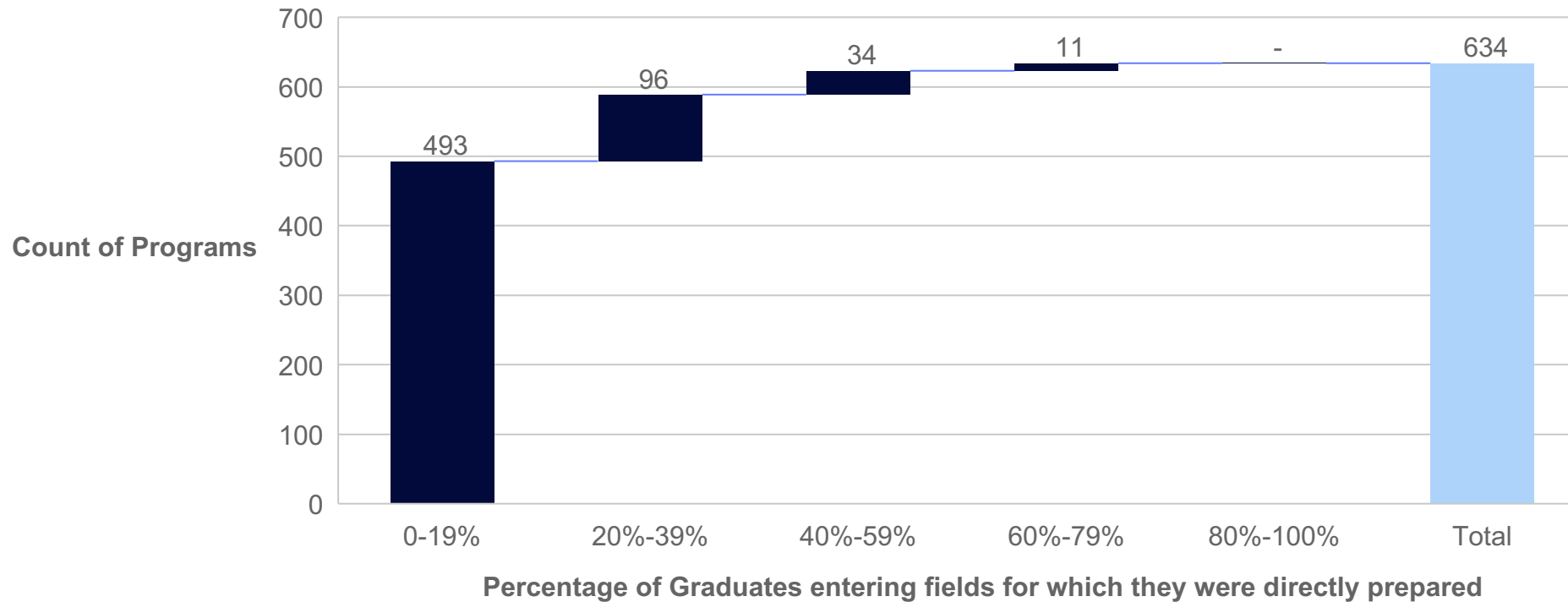
National Employment: Current Indicators

Local Matters: Illinois, Massachusetts, Washington

Summary

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

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

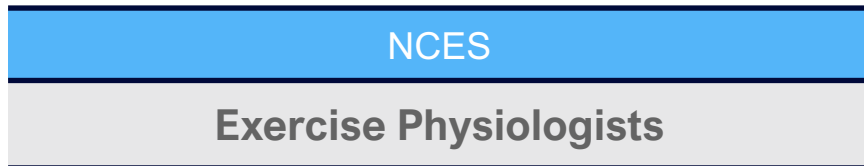


Commonly available data sources only count direct prep jobs.

In a traditional construct, Kinesiology and Exercise Science majors enter one occupation.

- Gray DI data on over 140,000 graduates of this bachelor's program identifies 758 occupations.
- It also identifies 147 industries and 68,603 companies.

Myth



Reality

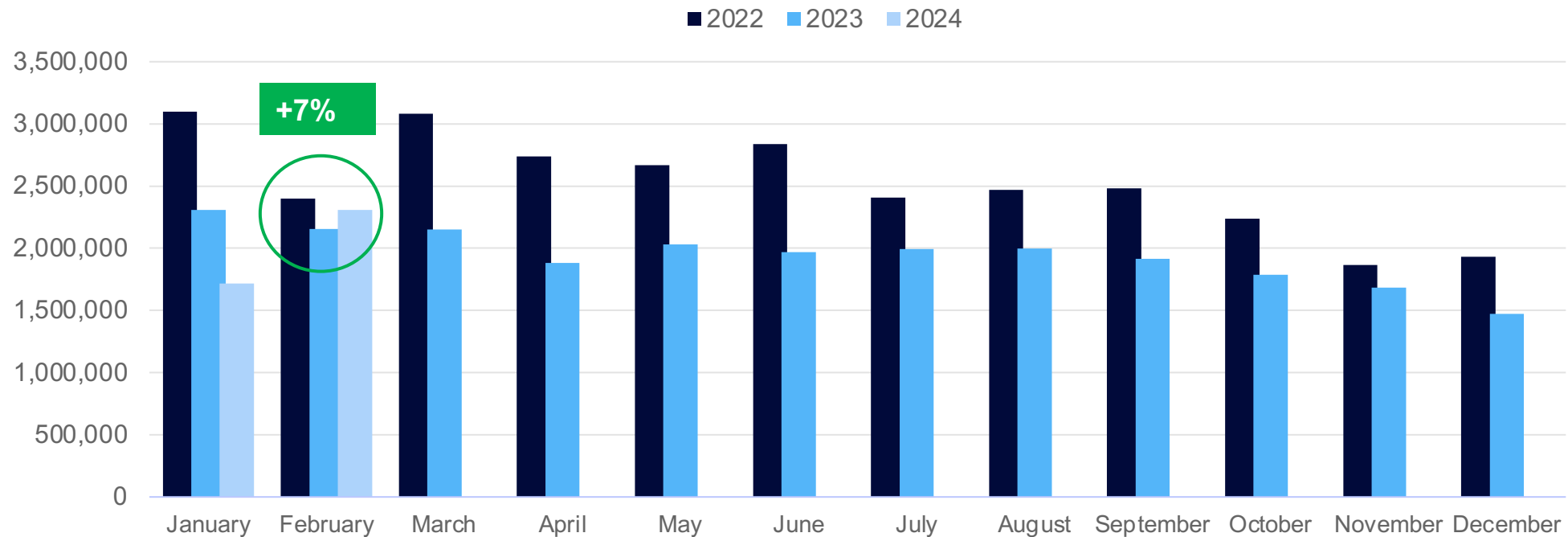
Highest Volume of Occupations, Entry-Level Bachelor's in Kinesiology and Exercise Science



US Job Postings Trends

In February 2024, after over a year of decline, job postings grew 7% year-over-year.

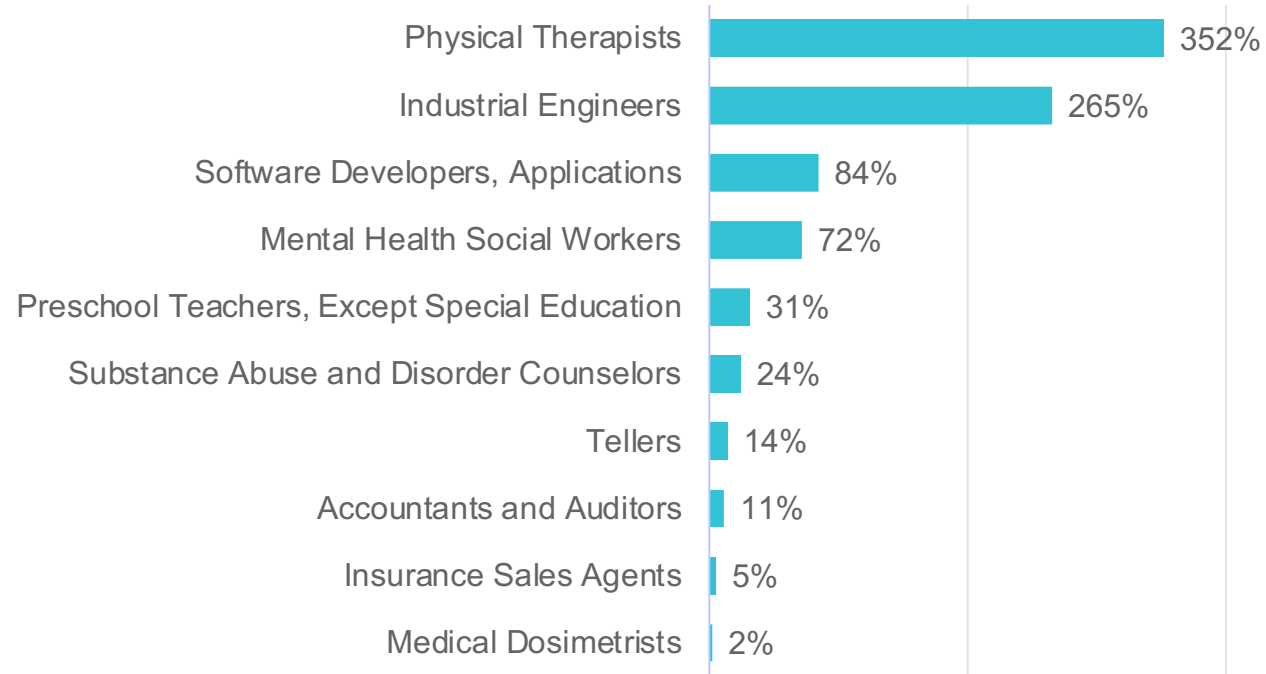
US Job Postings 2022 - 2024



Source: PES Job Postings Dashboard

Which occupations have growing demand?

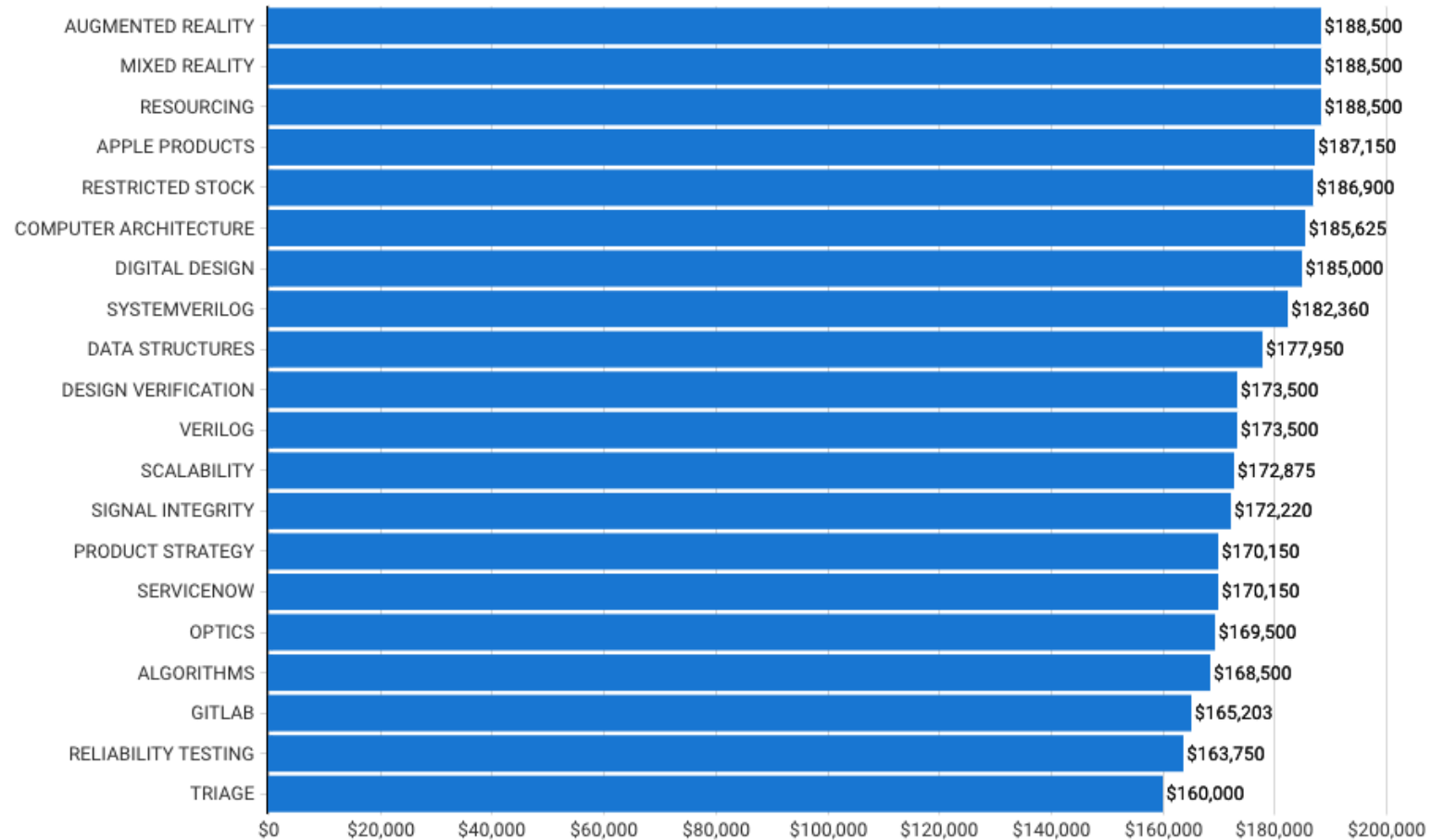
Fastest-Growing Occupations* Bachelor's and Above, February 2024



*Minimum 5000 jobs February 2024

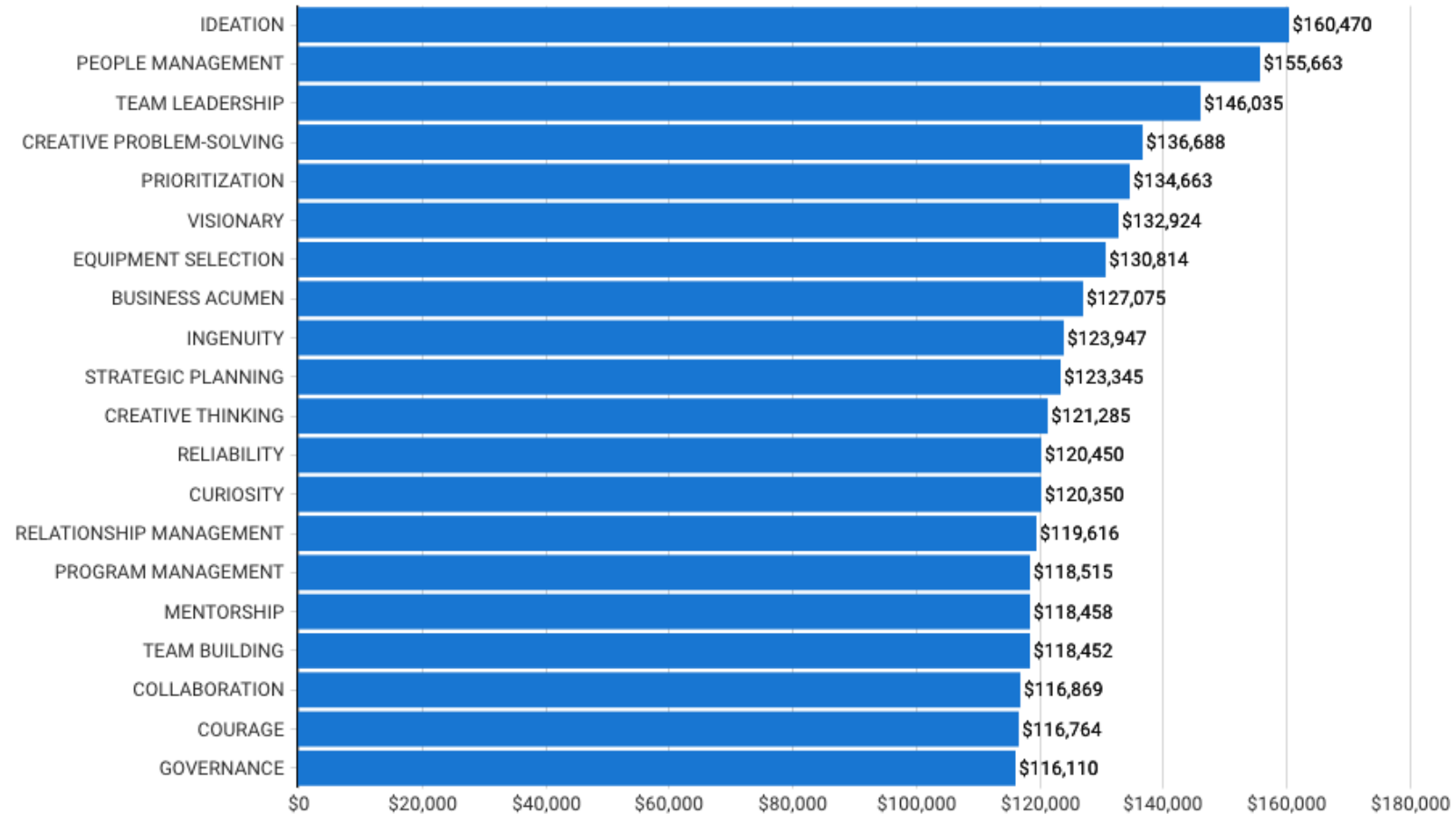
What Skills are associated with higher wages for Industrial Engineers?

Median Annual Salary by Skill



What Core Skills are associated with higher wages for Industrial Engineers?

Median Annual Salary by Core Skill



How do I validate a need I heard from an industry partner?

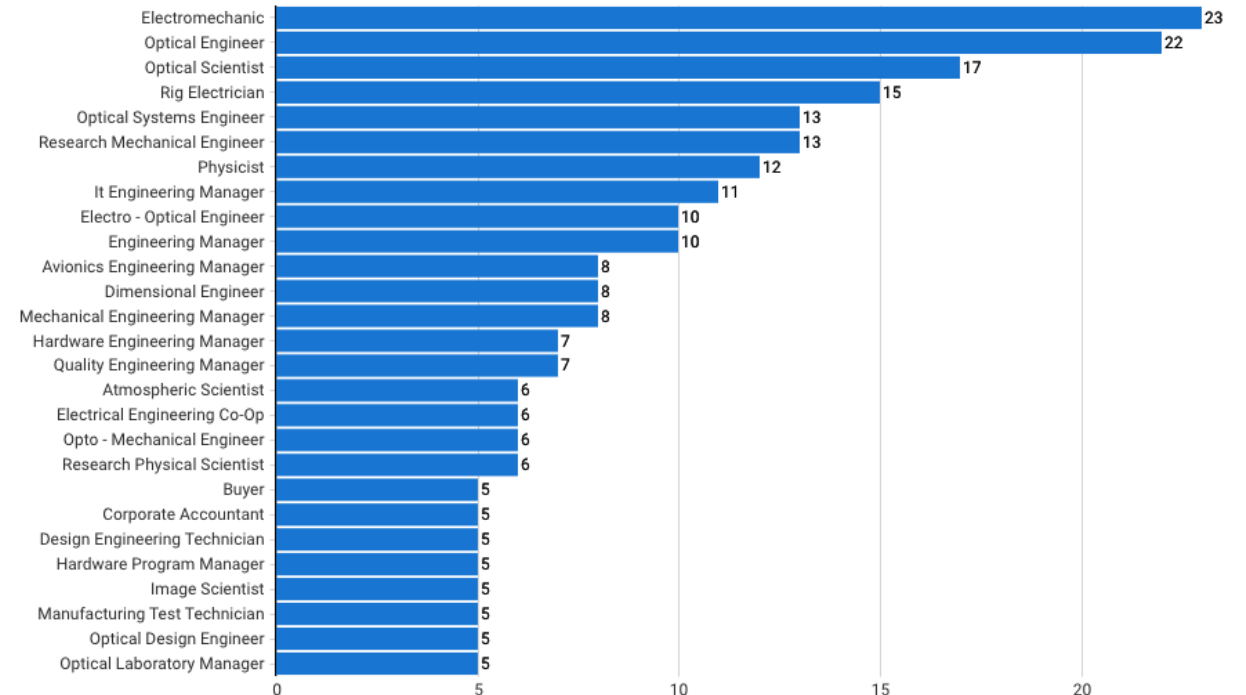
In some cases, you may need to evaluate niche or emerging areas; using job posting description searches can help.

- Up 428% (+61 jobs) year-over-year, there seems to be a sharp increase in the number of job postings that contain optical engineer or photonics engineer in the description.

Job Postings by Month and Year

Job Postings	Year ▾			
Month ▾	2022	2023	2024	Total
January	42	17	13	72
February	32	14	75	121
March	36	26		62
April	36	14		50
May	39	28		67
June	33	18		51
July	22	21		43
August	44	18		62
September	40	26		66
October	44	24		68
November	26	22		48
December	31	19		50
Total	425	247	88	760

Job Titles with the Highest Number of Postings



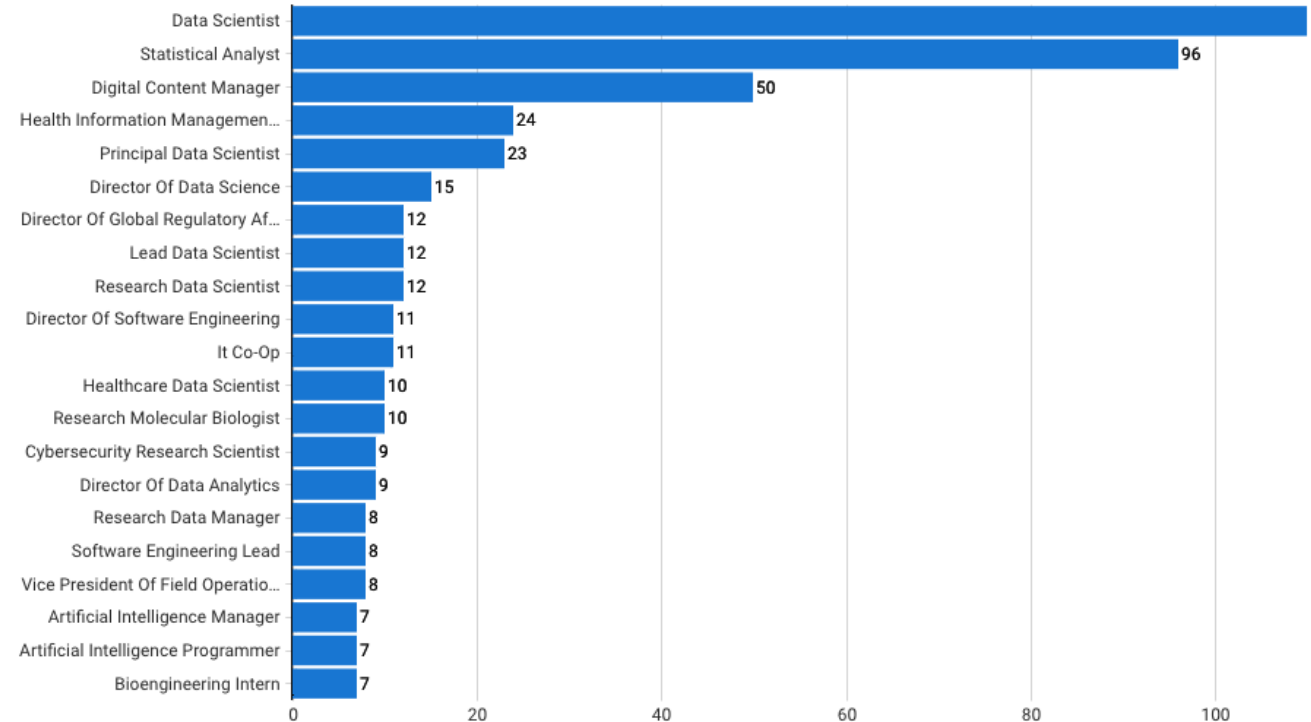
Artificial Intelligence jobs in Healthcare?

AI jobs in healthcare are small and flat year-over-year.

Job Postings by Month and Year

Job Postings	Year ▾			
Month ▾	2022	2023	2024	Total
January	64	59	34	157
February	68	46	46	160
March	87	32		119
April	69	79		148
May	77	92		169
June	67	50		117
July	66	91		157
August	63	59		122
September	58	40		98
October	55	41		96
November	42	44		86
December	36	102		138
Total	752	735	80	1,567

Job Titles with the Highest Number of Postings



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National Employment: Current Indicators

Local Matters: Illinois, Massachusetts, Washington

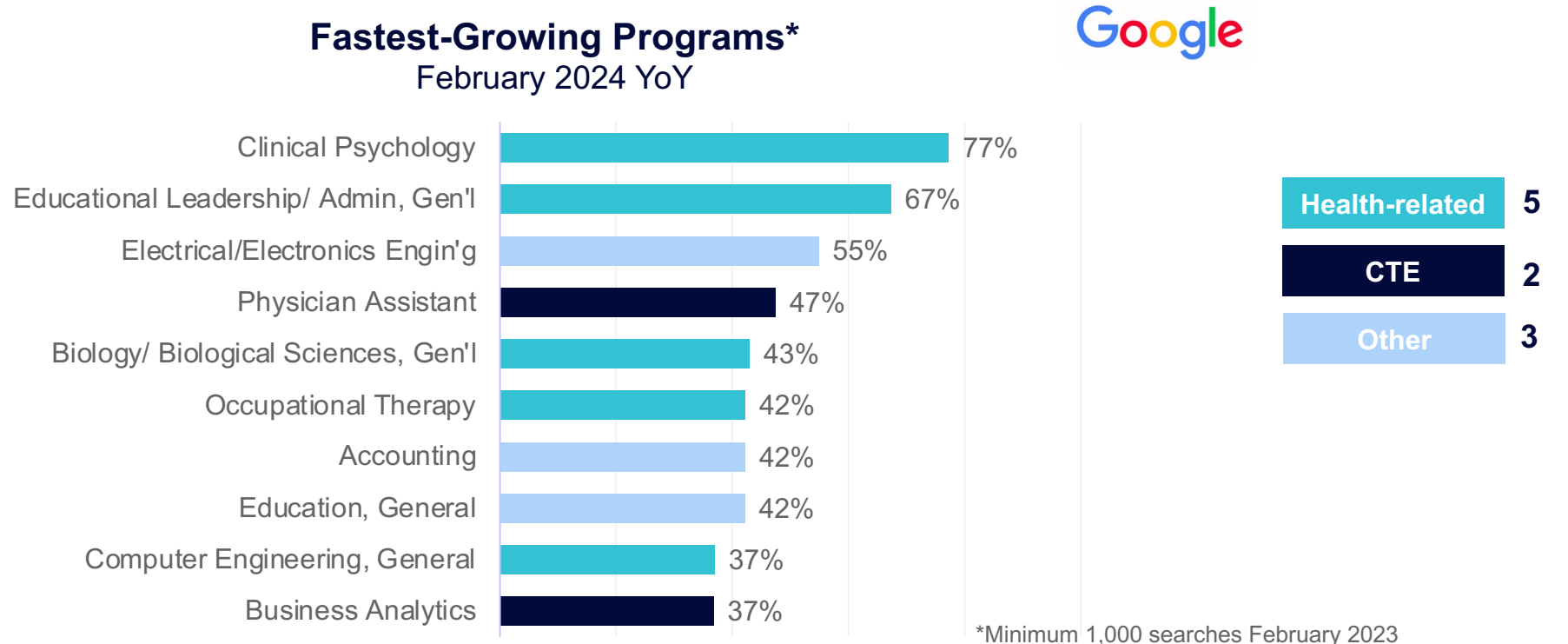
Summary



Illinois

Google: Illinois Fastest-Growing Programs

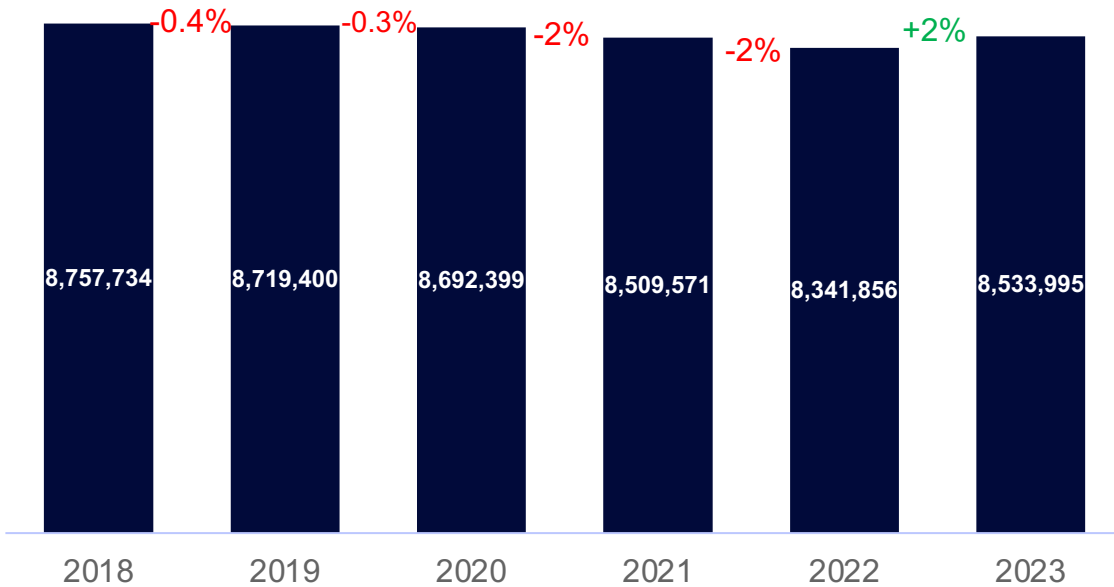
In February, searches for **Clinical Psychology** increased **77% year-over-year**.



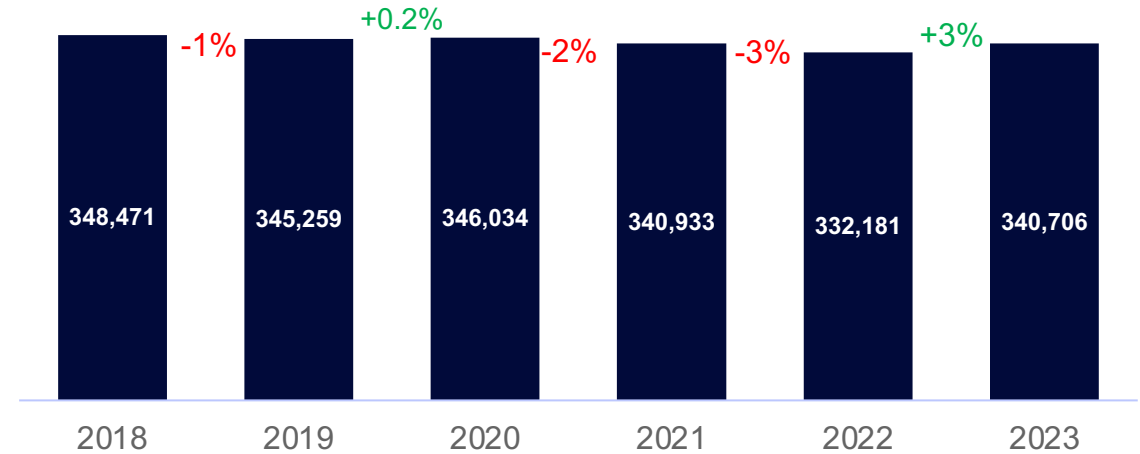
State, county, and city data can differ from national data.

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

US Fall Enrollment
Bachelor's 2018 - 2023

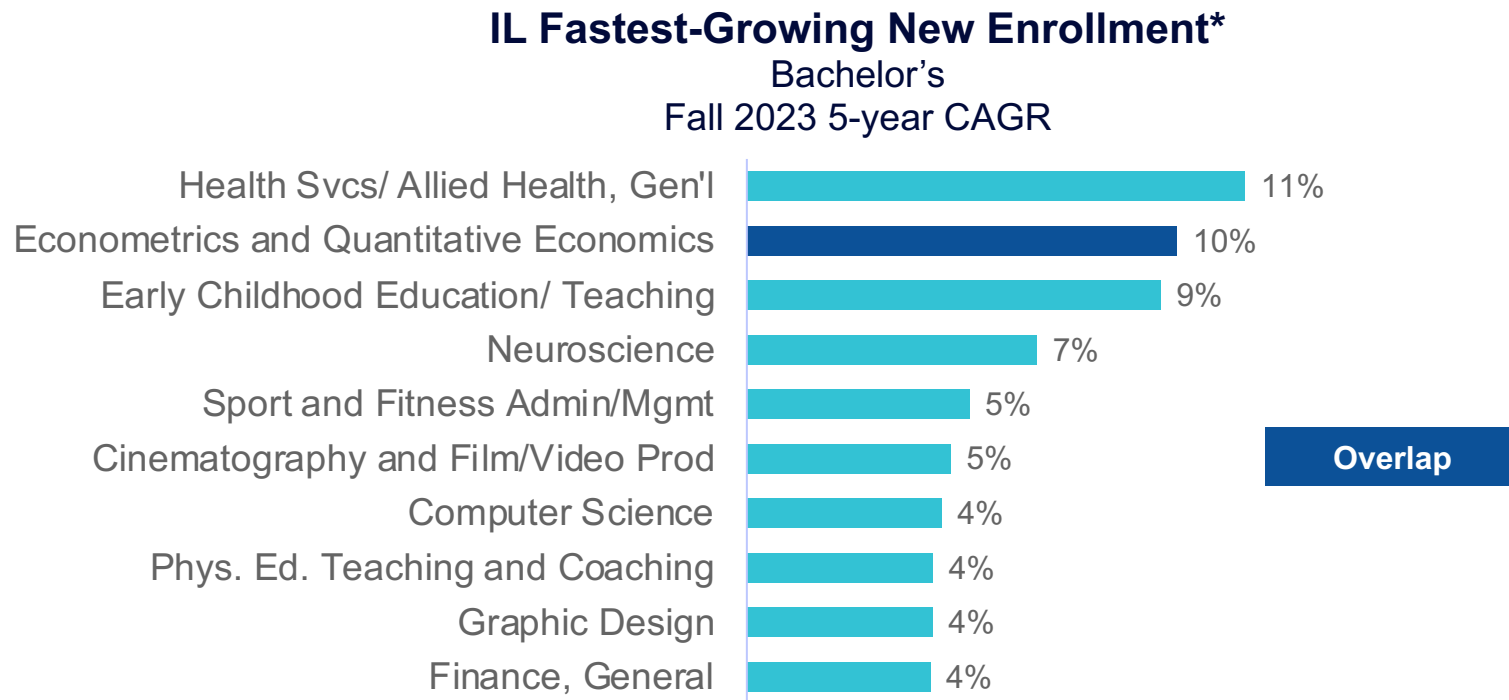


Illinois Fall Enrollment
Bachelor's 2018 - 2023



Illinois: Fall 2023 Fastest-Growing Bachelor's Enrollment (five-year CAGR)

Only one fastest-growing program overlapped with the US top growth.

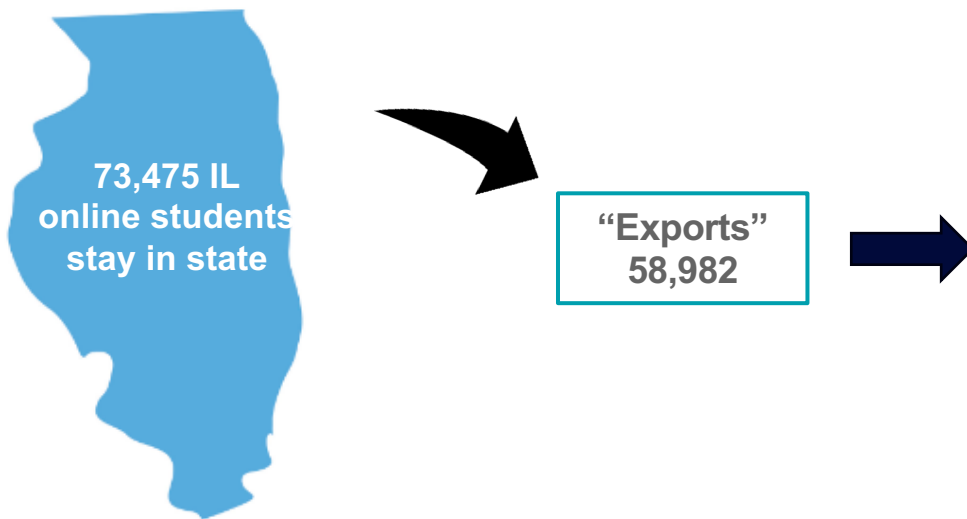


National 10 Fastest-Growing
Cyber Security/ Info. Assurance
Data Analytics and/or Data Science
Econometrics and Quantitative Economics
Experimental Psychology
Business Analytics
Computer Software Engineering
Digital Arts
Teacher Educ., Multiple Levels
Exercise Physiology
Aviation/Aero Science/Tech, Gen'l

In Fall 2022, over 58,900 IL students enrolled in online out-of-state institutions.

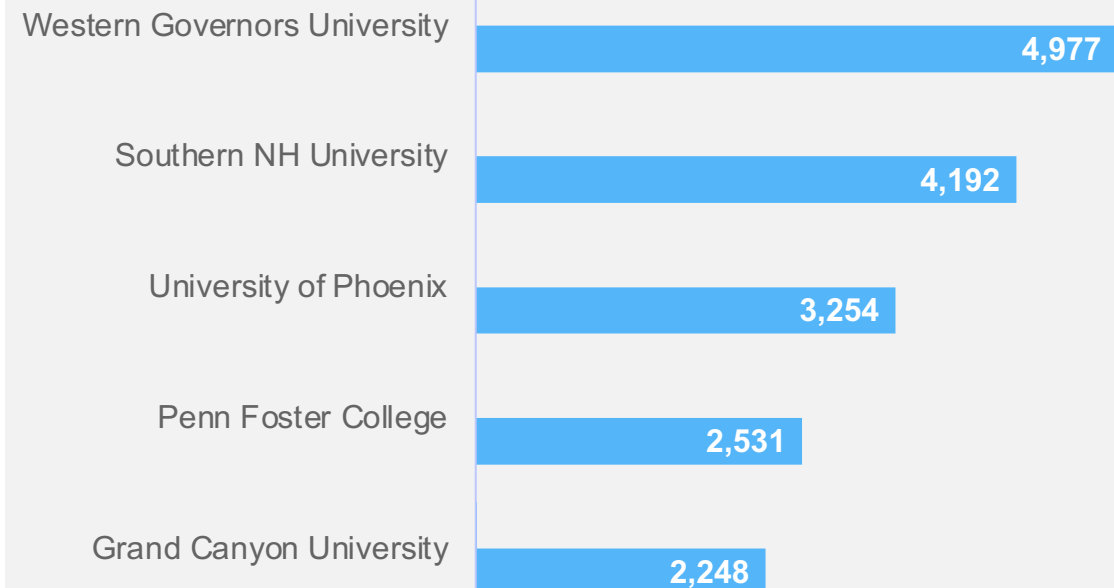
These competitors would be invisible in IPEDS and other data suppliers who rely on it.

Online Enrollment Fall 2022



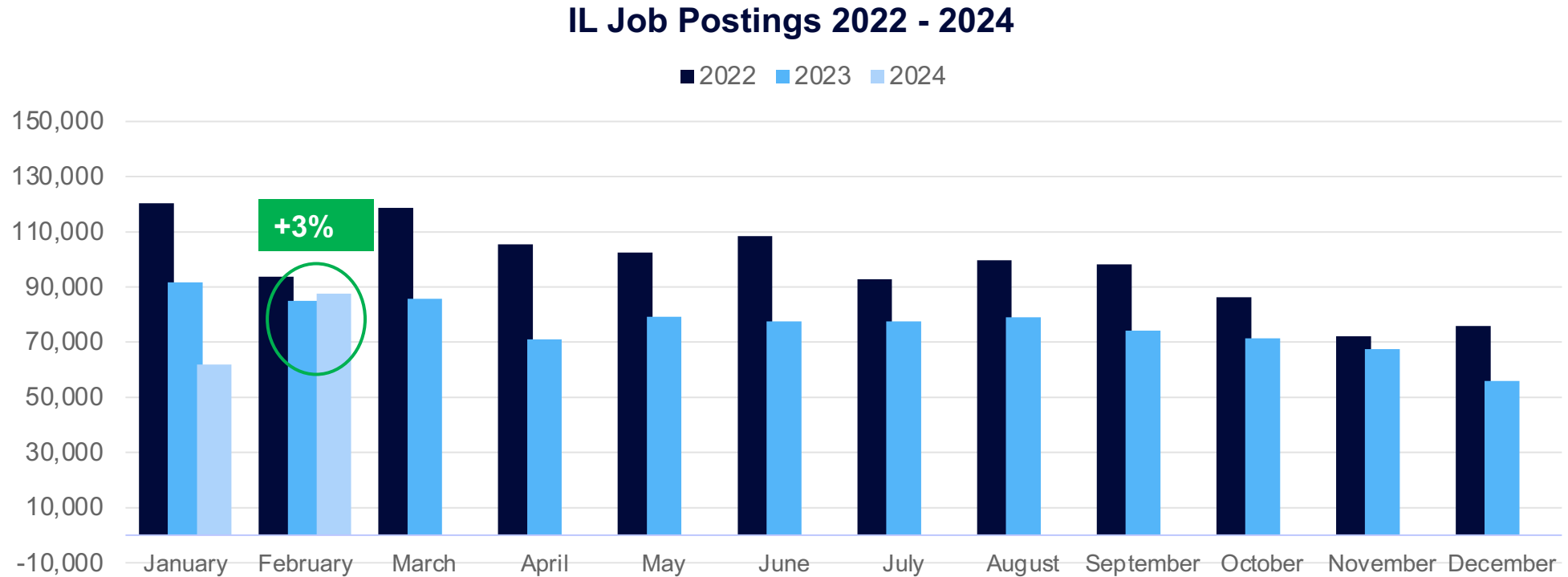
Top Online Out-of-State Institutions

Enrolled by IL Students Fall 2022



Illinois Job Postings Trends

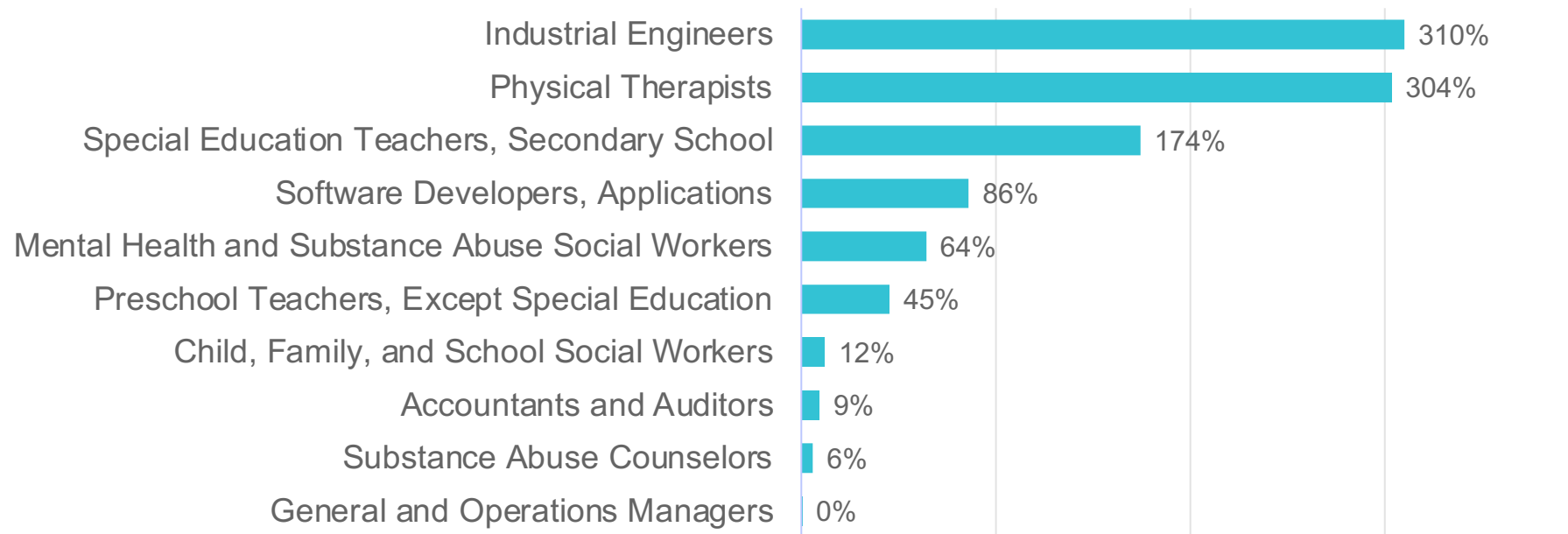
In February, Illinois job postings rose 3% across all degree levels.



Illinois Job Trends

In Illinois, Industrial Engineers grew 310% year-over-year.

IL Fastest-Growing Occupations* February 2024



*Minimum 200 jobs February 2024
Bachelor's and Above



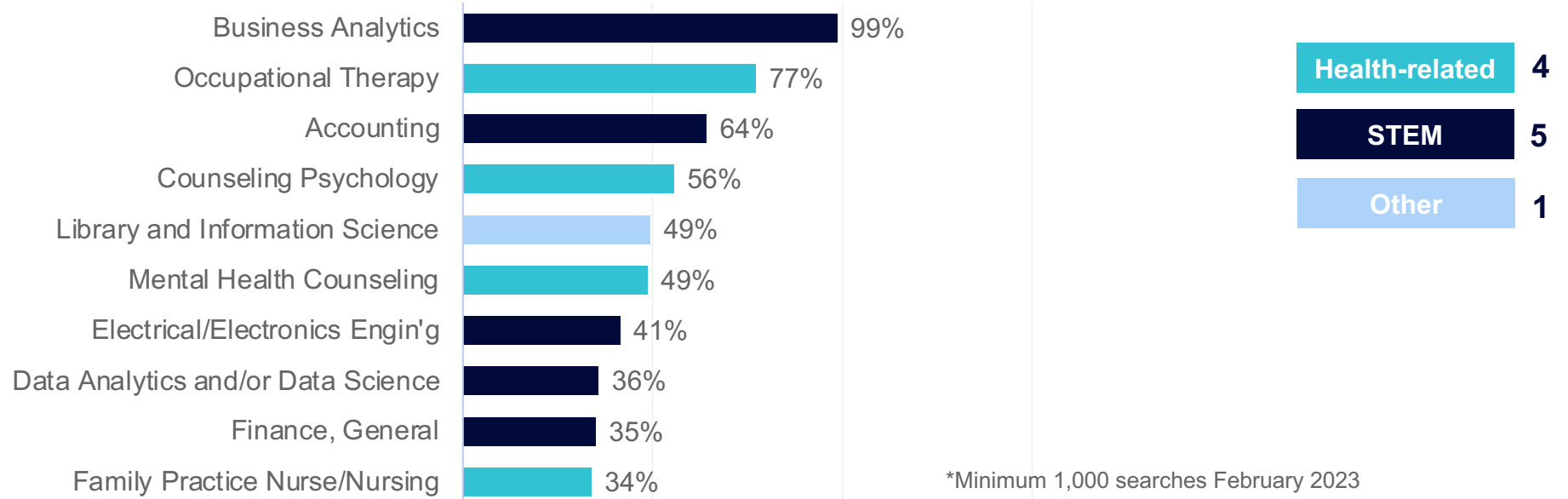
Massachusetts

Google: Massachusetts' Fastest-Growing Programs

In February, searches for **Business Analytics** increased **99%** year-over-year.



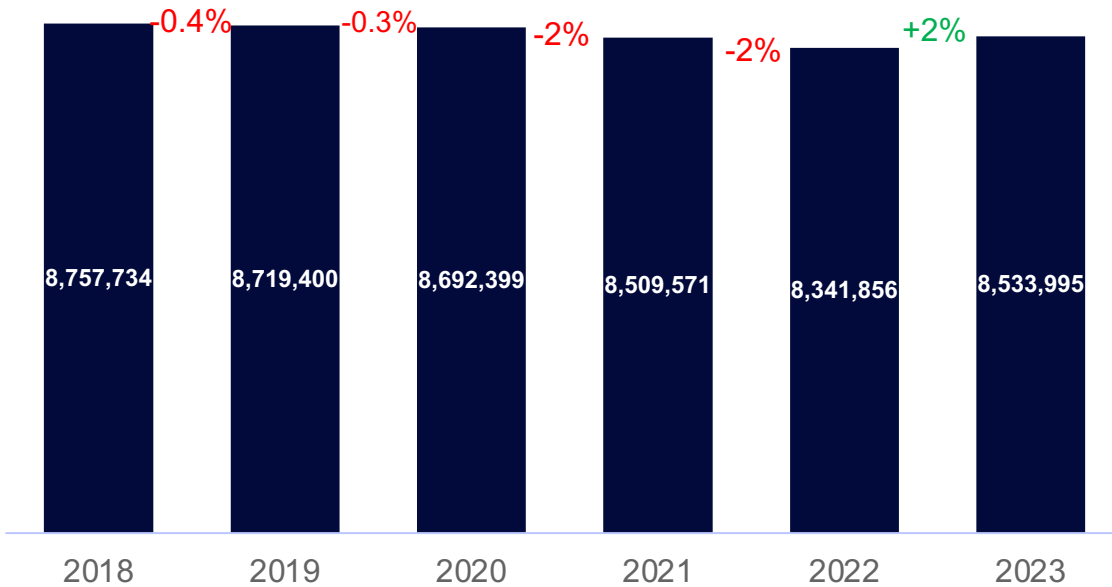
MA Fastest-Growing Programs
February 2024 YoY



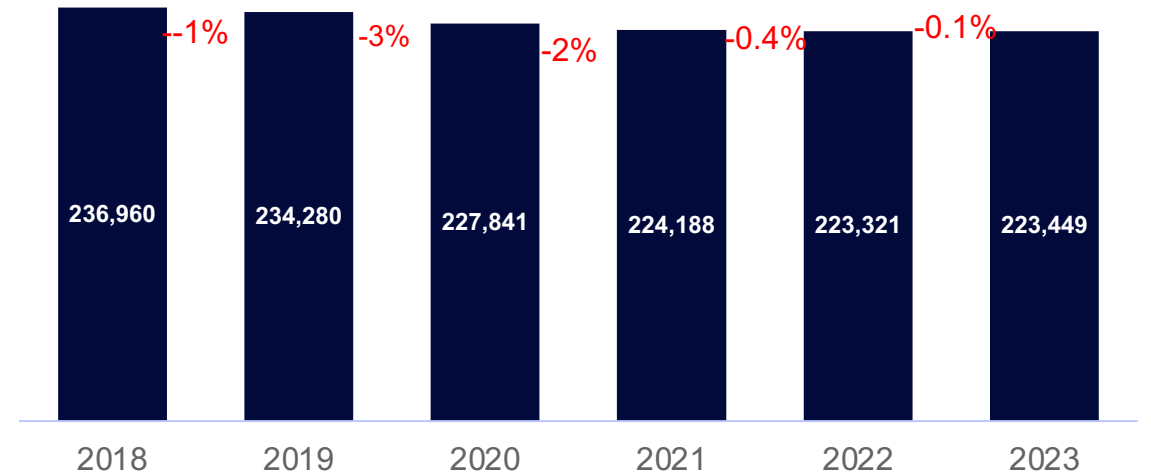
State, county, and city data can differ from national data.

In Fall 2023, Massachusetts bachelor's enrollment was flat year-over-year.

US Fall Enrollment
Bachelor's 2018 - 2023

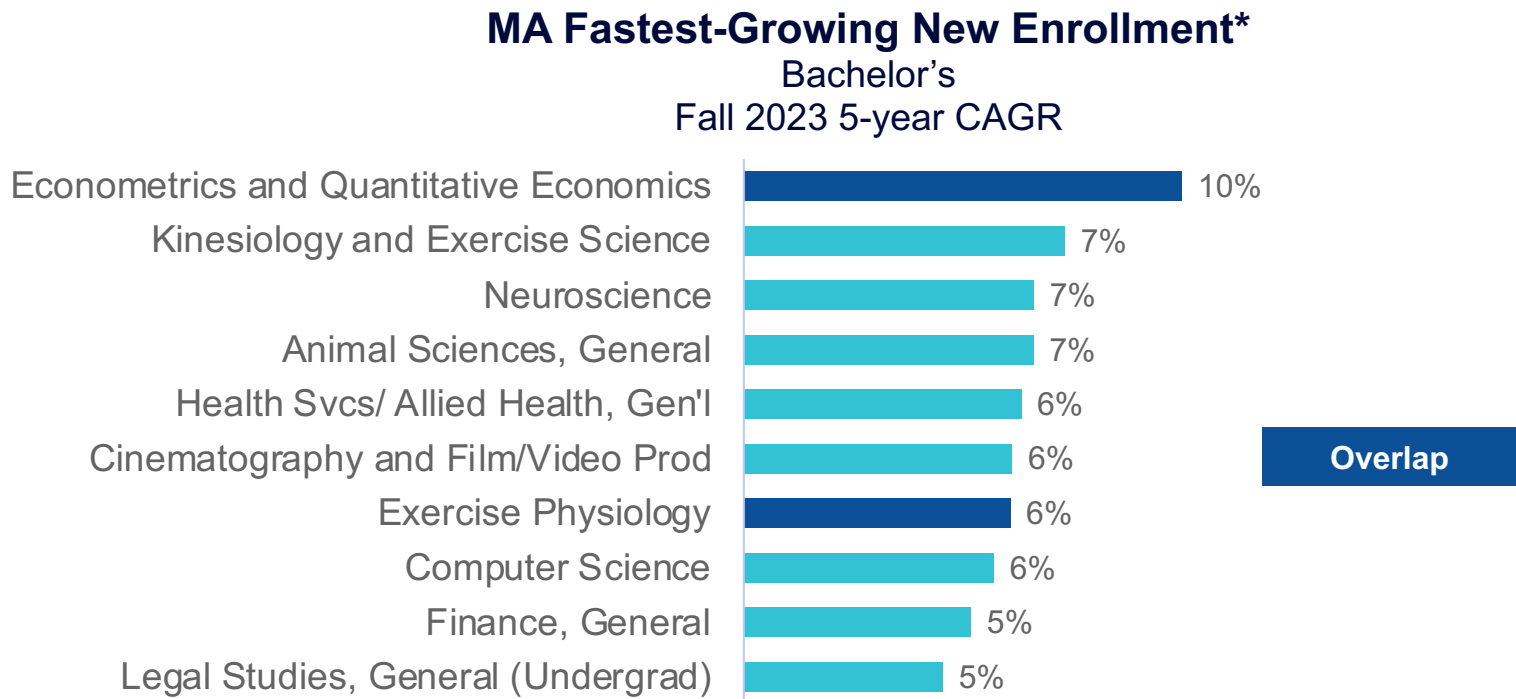


MA Fall Enrollment
Bachelor's 2018 - 2023



MA: Fall 2023 Fastest-Growing Bachelor's Enrollment (five-year CAGR)

Two fastest-growing programs overlapped with the US top growth.



National 10 Fastest-Growing
Cyber Security/ Info. Assurance
Data Analytics and/or Data Science
Econometrics and Quantitative Economics
Experimental Psychology
Business Analytics
Computer Software Engineering
Digital Arts
Teacher Educ., Multiple Levels
Exercise Physiology
Aviation/Aero Science/Tech, Gen'l

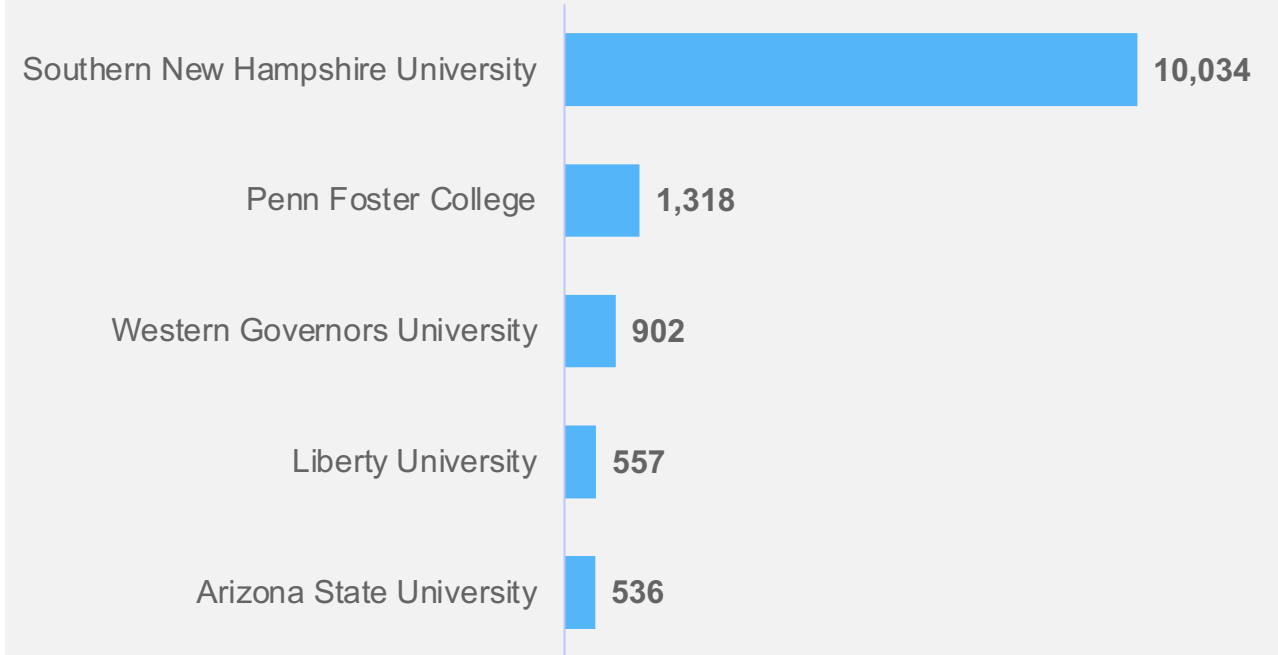
Overlap

In Fall 2022, more than 29,285 MA students enrolled in online out-of-state institutions. Southern New Hampshire won nearly 10 times as many MA online students as the next university.

Online Enrollment Fall 2022

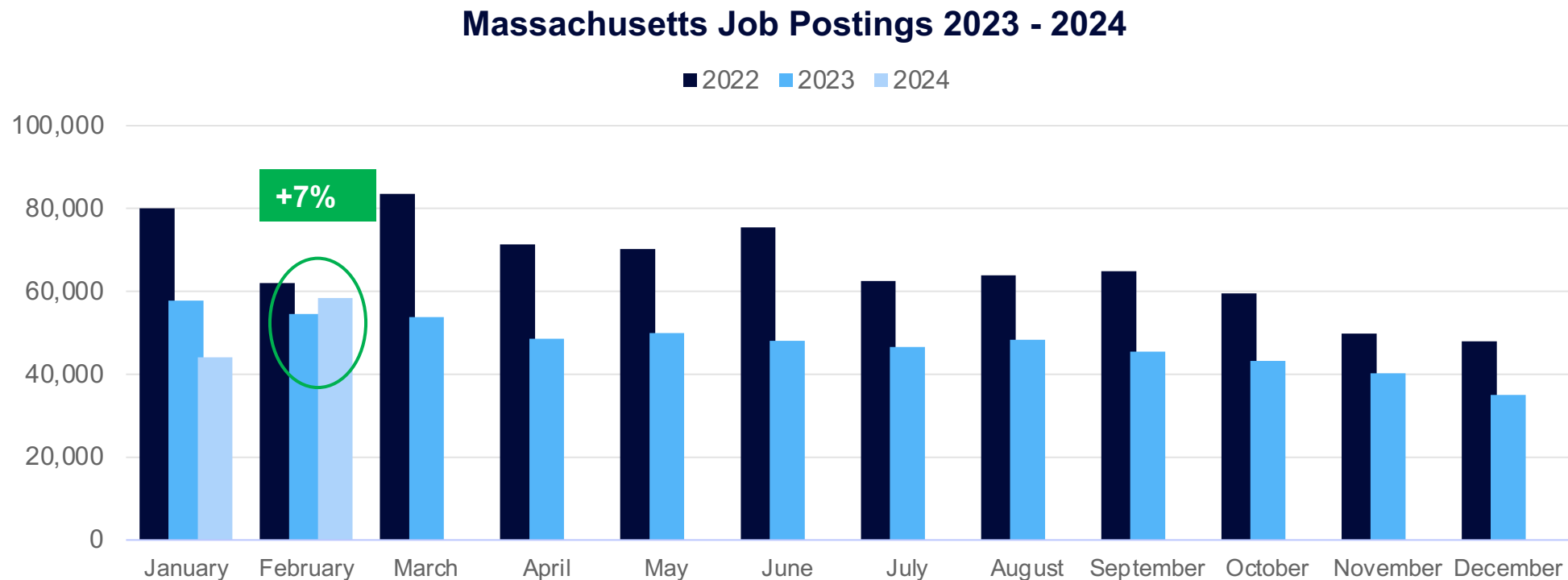


Top Online Out-of-State Institutions MA Students Enrolled Fall 2022



Massachusetts Job Postings Trends

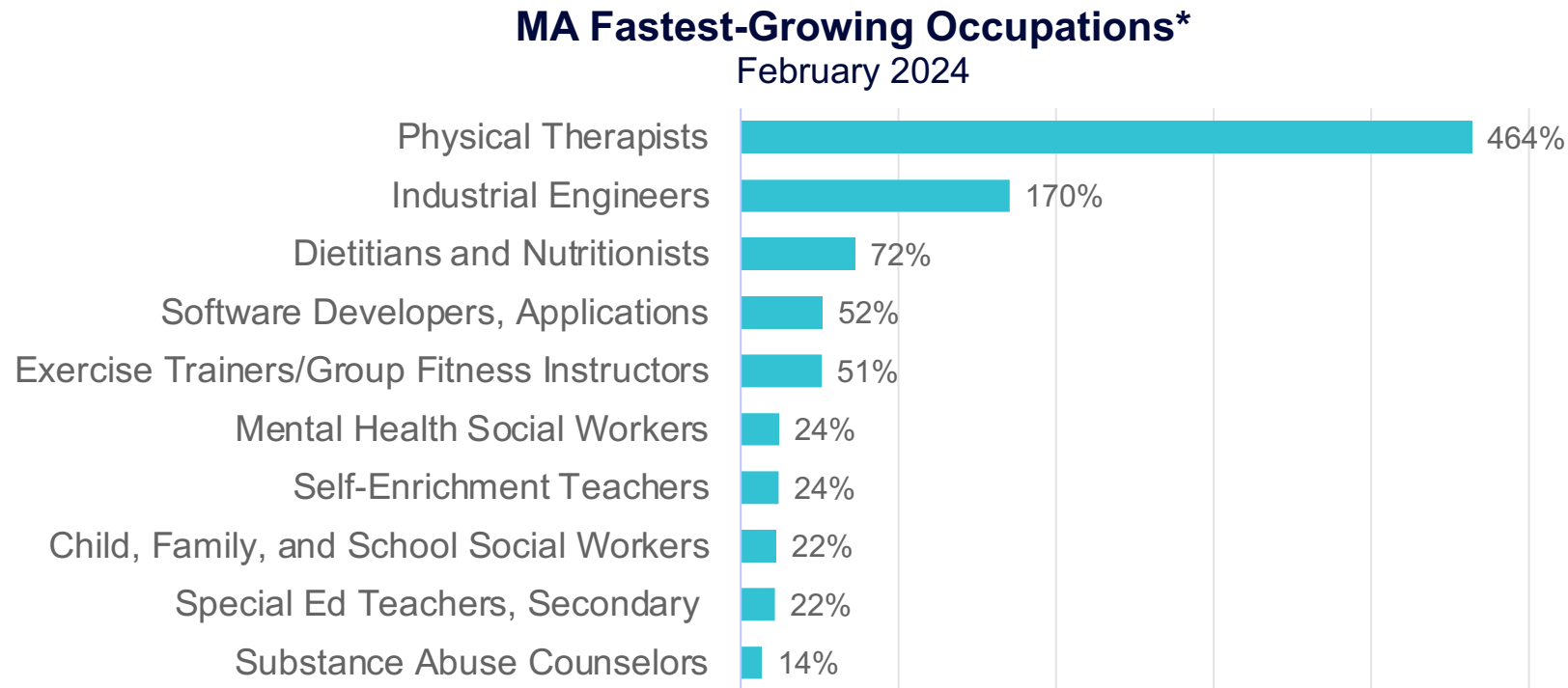
In February 2024, Massachusetts job postings rose 7% year-over-year across all degree levels.



Source: PES Job Postings Dashboard

Massachusetts Job Posting Trends

In February, Physical Therapists grew 464% year-over-year.



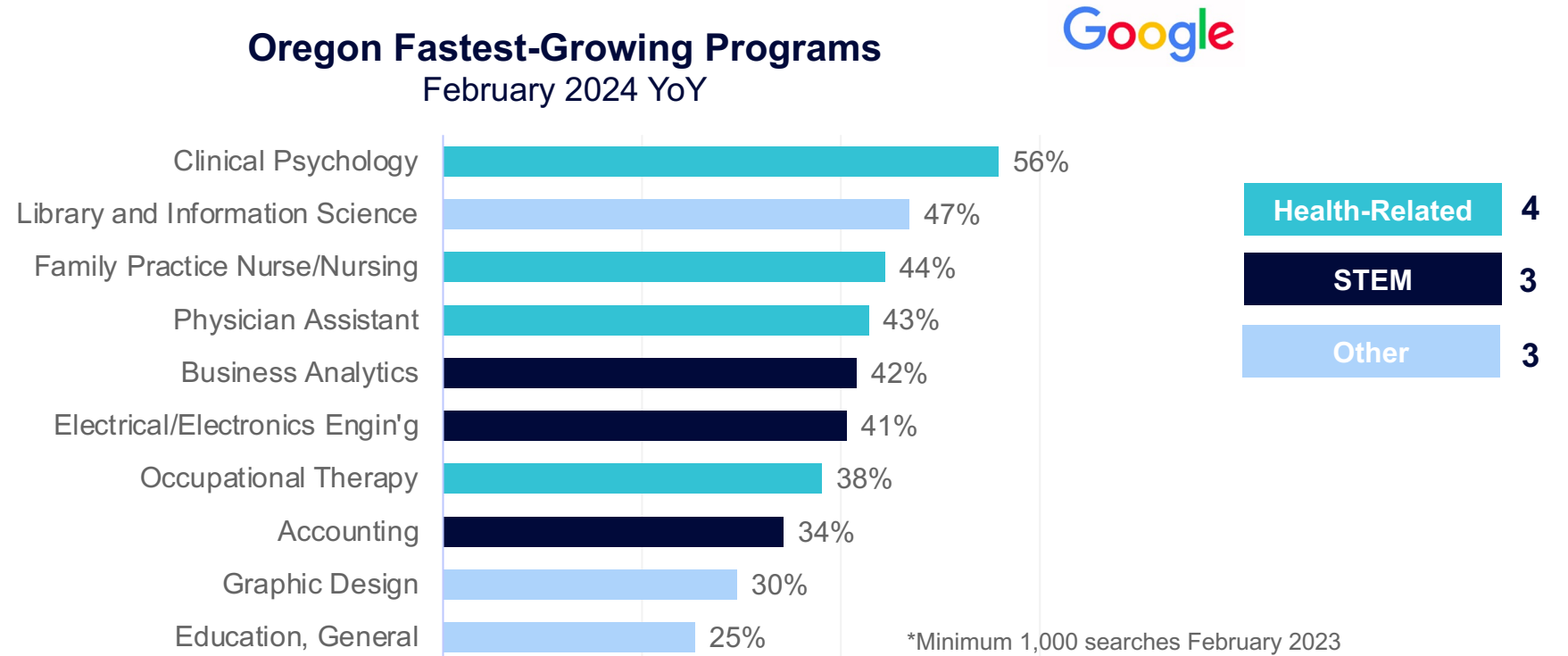
*Minimum 100 jobs February 2024
Bachelor's and Master's level



Washington

Google: Washington's Fastest-Growing Programs

In February, searches for Clinical Psychology increased 56% year-over-year.

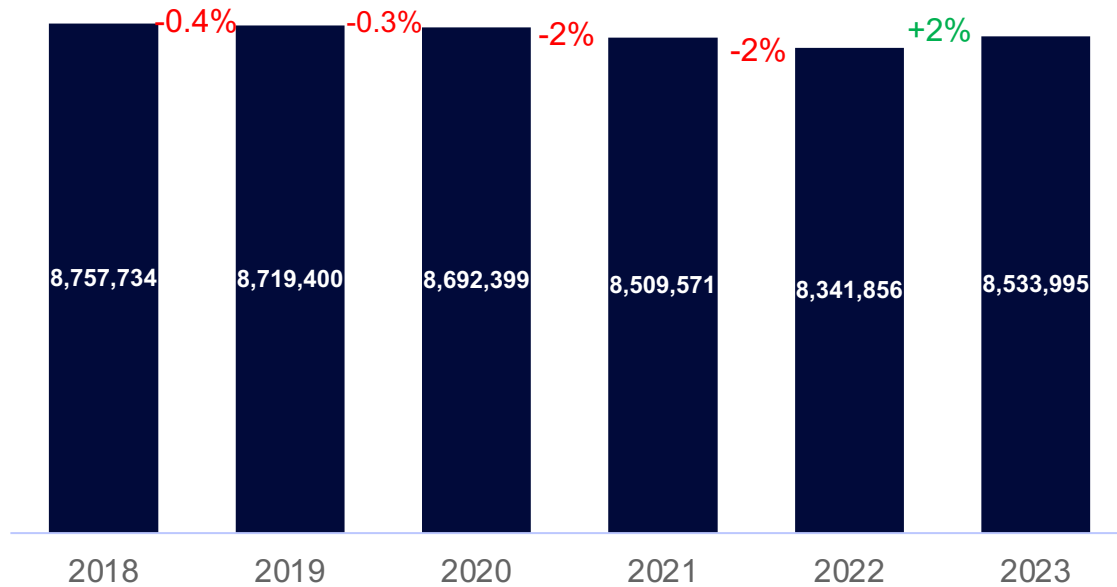


Source: PES Keyword Search Dashboard

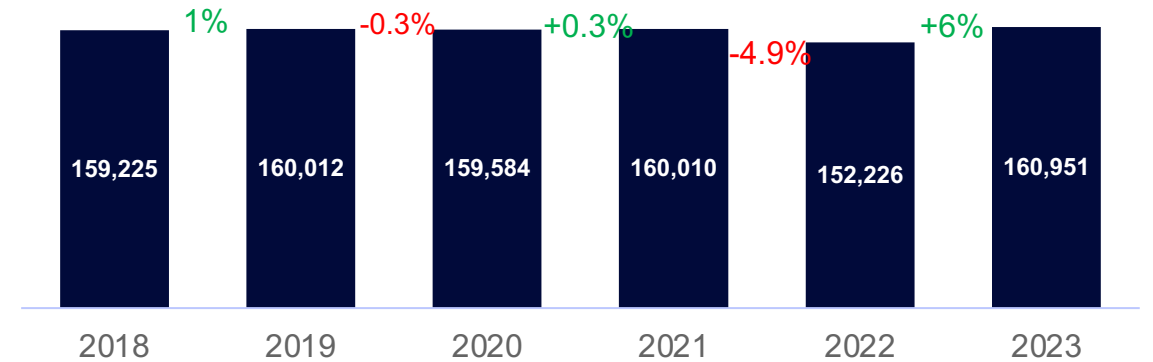
State, county, and city data can differ from national data.

In Fall 2023, Washington bachelor's enrollment growth was four points higher than US growth.

US Fall Enrollment
Bachelor's 2018 - 2023

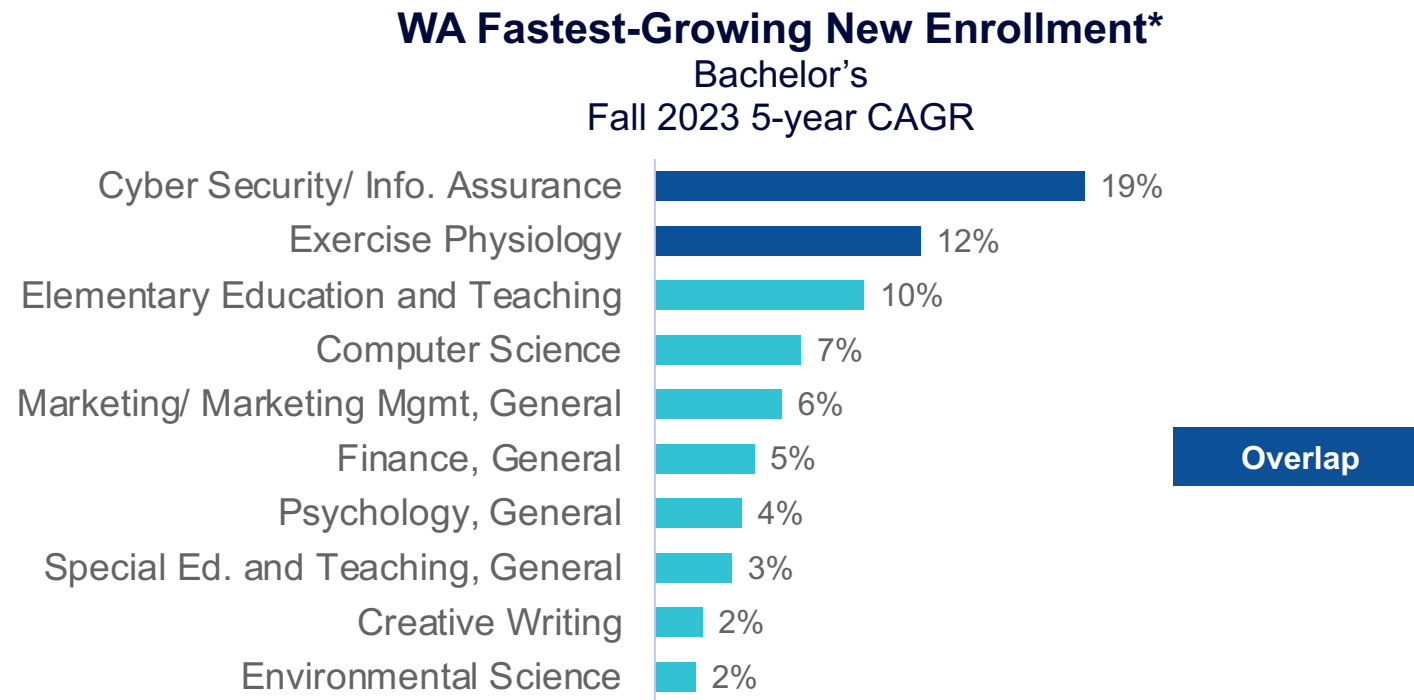


WA Fall Enrollment
Bachelor's 2018 - 2023



WA: Fall 2023 Fastest-Growing Bachelor's Enrollment (five-year CAGR)

Two fastest-growing programs overlapped with the US top growth.

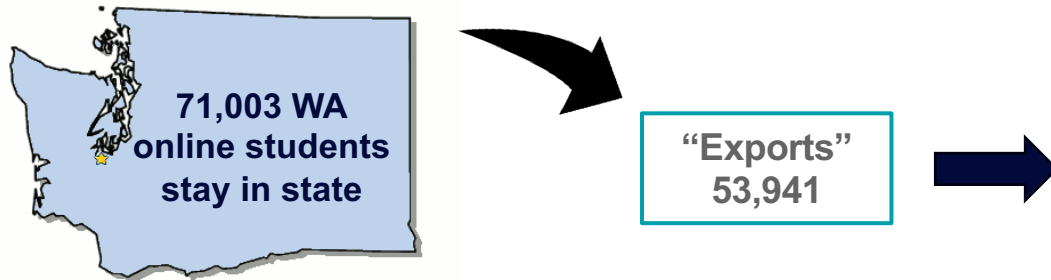


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Data Analytics and/or Data Science
Econometrics and Quantitative Economics
Experimental Psychology
Business Analytics
Computer Software Engineering
Digital Arts
Teacher Educ., Multiple Levels
Exercise Physiology
Aviation/Aero Science/Tech, Gen'l

In Fall 2022, almost 54,000 WA students enrolled in online out-of-state programs.

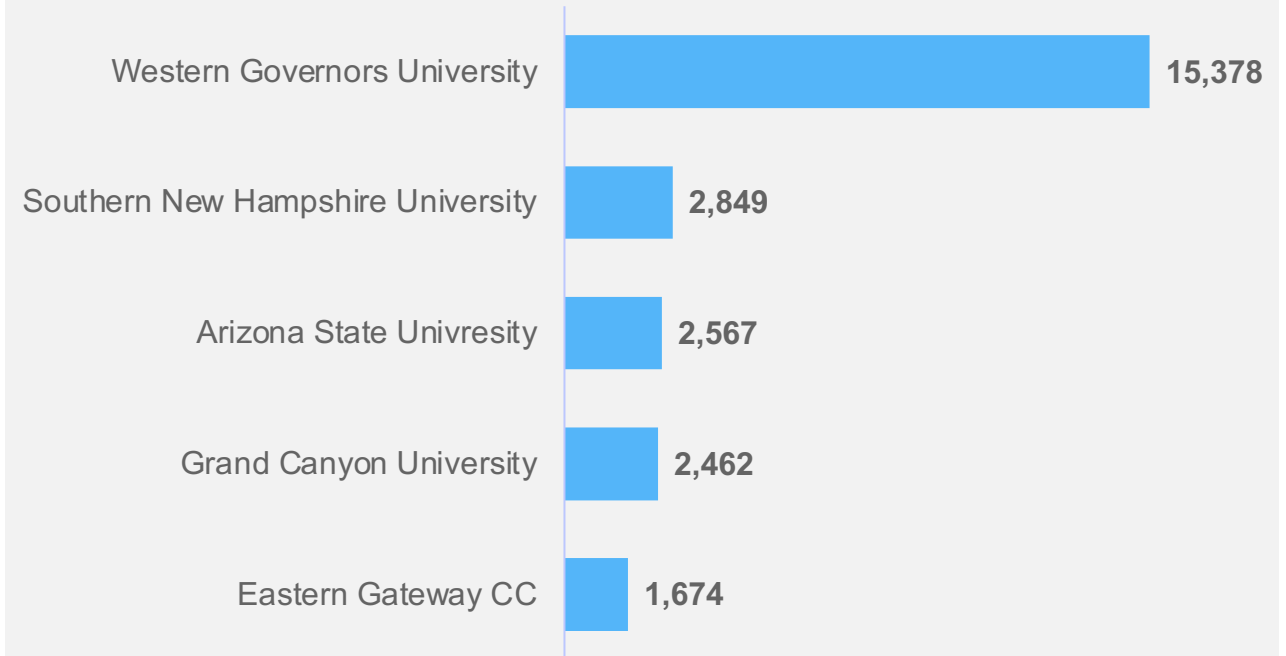
Western Governors won most of the out-of-state online students from Washington.

Online Enrollment Fall 2022



Top Online Out-of-State Institutions

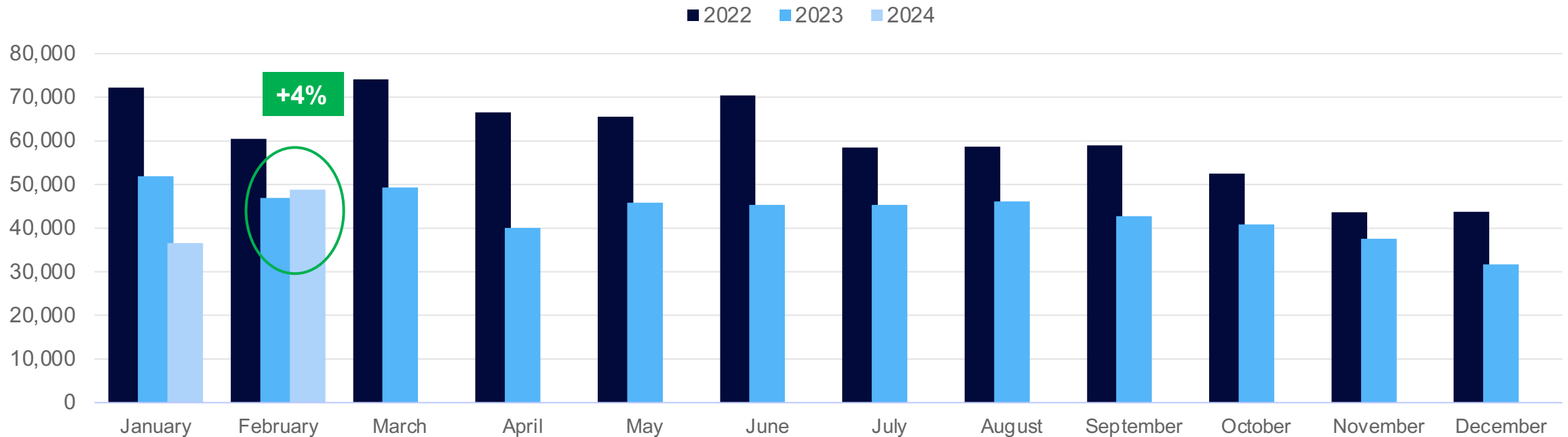
Enrolled by WA Students Fall 2022



Washington Job Postings Trends

In February 2024, Washington job postings rose 4% year-over-year across all degree levels.

WA Job Postings 2023 - 2024

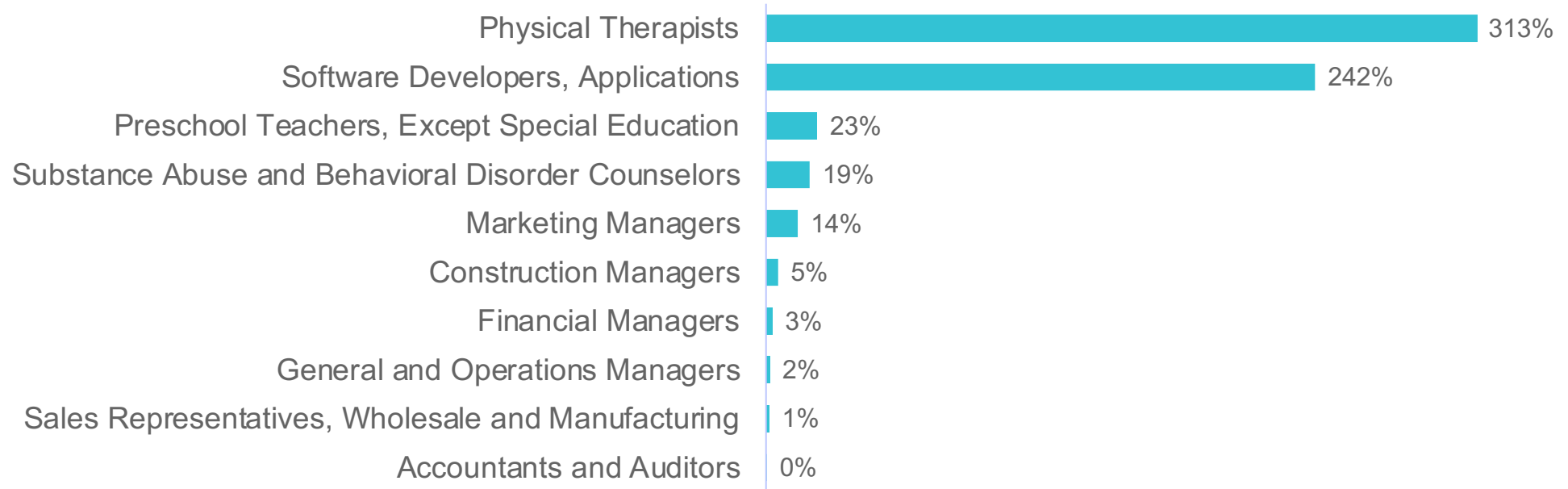


Source: PES Job Postings Dashboard

Washington Job Trends

In February, job postings for Physical Therapists grew 313%.

WA Fastest-Growing Occupations* February 2024



*Minimum 200 jobs February 2024
Bachelor's and Master's level

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Local Matters: Illinois, Massachusetts, Washington

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Summary

- In February, Google searches for academic programs rose 5% year-over-year.
 - Advertising program search rose 127%.
 - Google cost-per-click rose by 1%.
- In Fall 2023, enrollment in bachelor's programs rose by 2%.
 - Master's enrollment rose by 3%.
- From 2018 – 2023, bachelor's enrollment in Cyber Security rose 25% annually.
 - For Master's programs, Data Analytics/Data Science rose 33%.
- Most traditional labor market sources rely on direct prep crosswalks.
 - Graduates of Bachelor's in Kinesiology and Exercise Science programs don't go into one occupation; they go into 758.
- 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.

Upcoming webinars

Topic	Date
Demand Trends Webcast: Community Colleges	Wednesday April 24 th at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	Thursday April 25 th at 2 PM ET

The Book on Program Evaluation and Management



Podcast

Listen on Spotify



Listen on Apple

