



Demand for Higher – Education Programs

November 21, 2024



Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Emerging Programs: Where Are They Now?

Summary



An academic Program Evaluation System enables growth and sustainable financials.



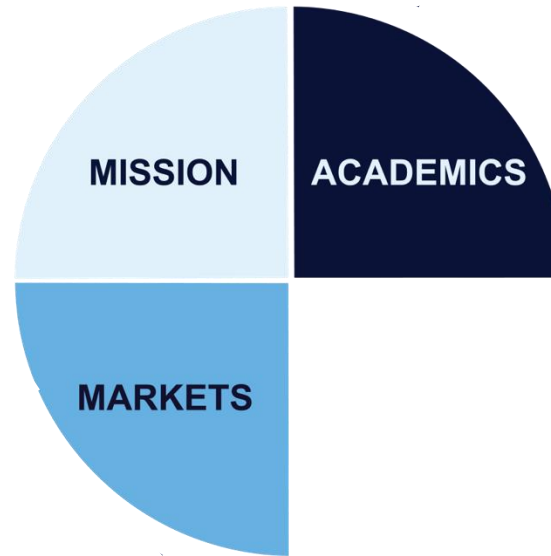


An academic Program Evaluation System enables growth and sustainable financials.





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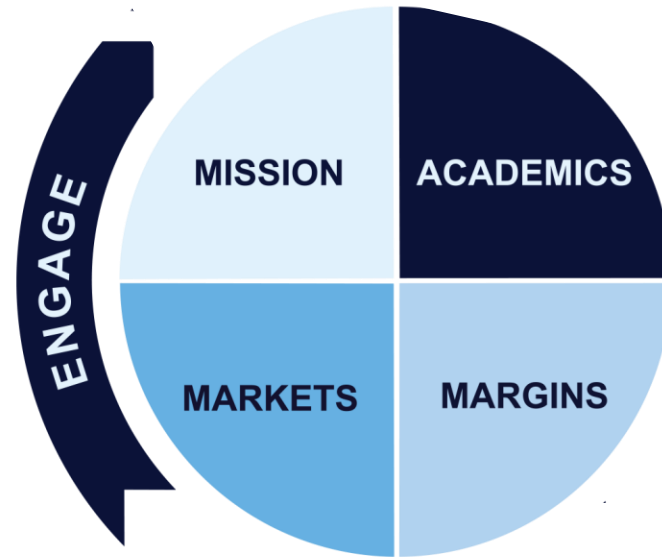


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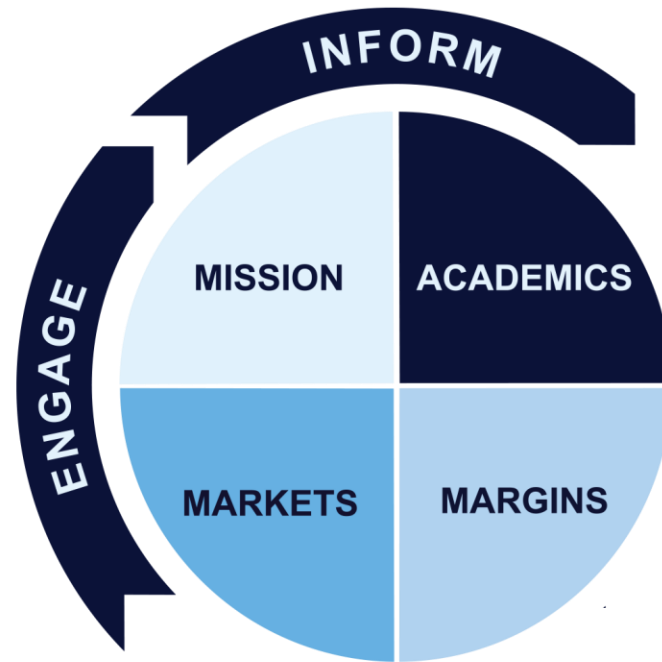


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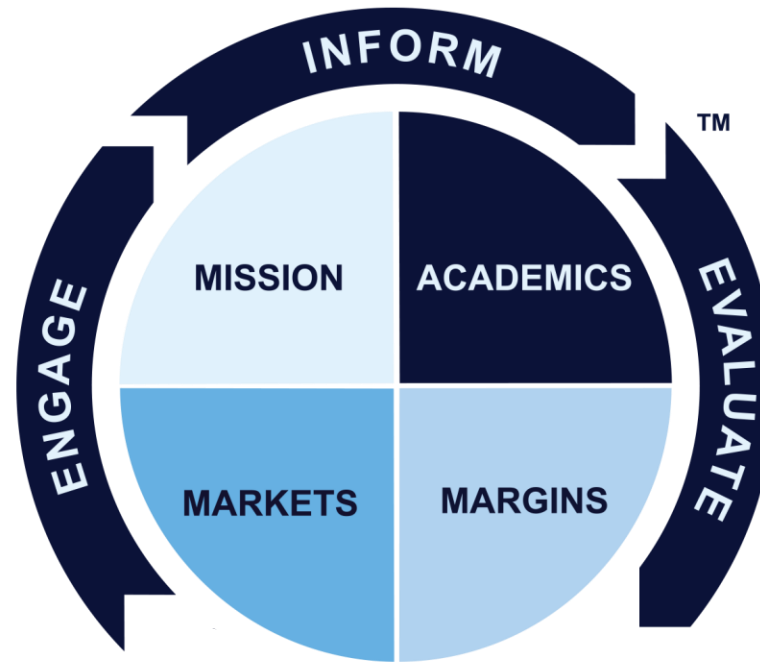


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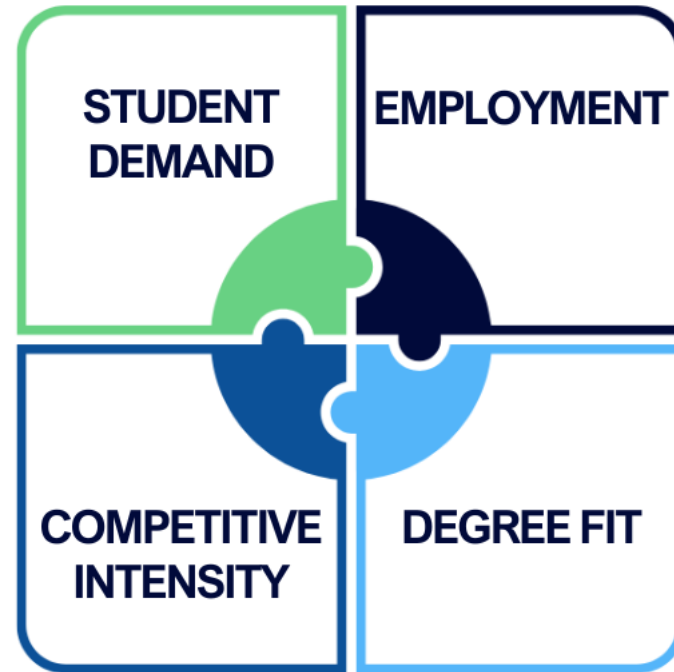


Program Evaluation Systems and AI





Key elements of your market you need to understand.



IPEDS, Enrollment, and Google Search: Past, Present. Future

Insights on Student Demand



IPEDS



Enrollment



Google

Agenda

What is a Program Evaluation System?

Student Demand: Google Keywords

Employment: Current Indicators

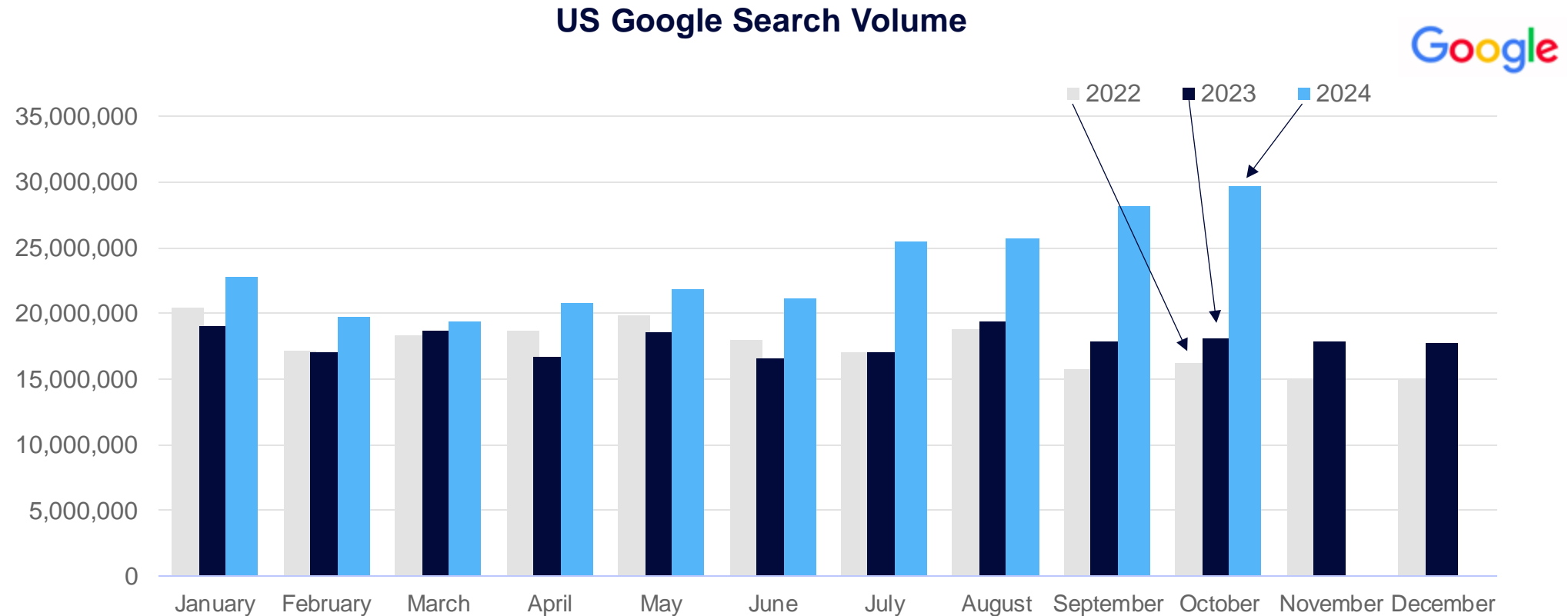
Emerging Programs: Where Are They Now?

Summary



Google Search Trends: Programs

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

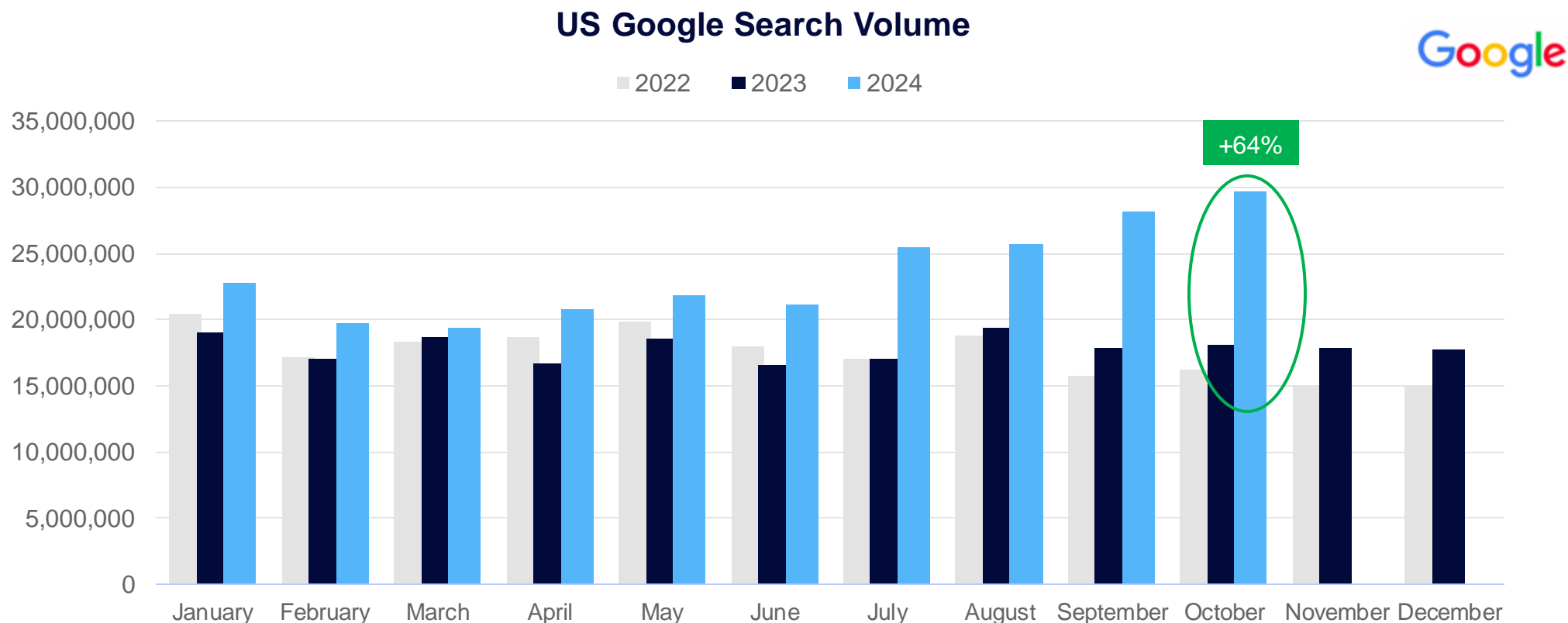


Source: PES Keyword Search Dashboard



Google Search Trends: Programs

In October 2024, Google searches for academic programs grew 64% year-over-year.

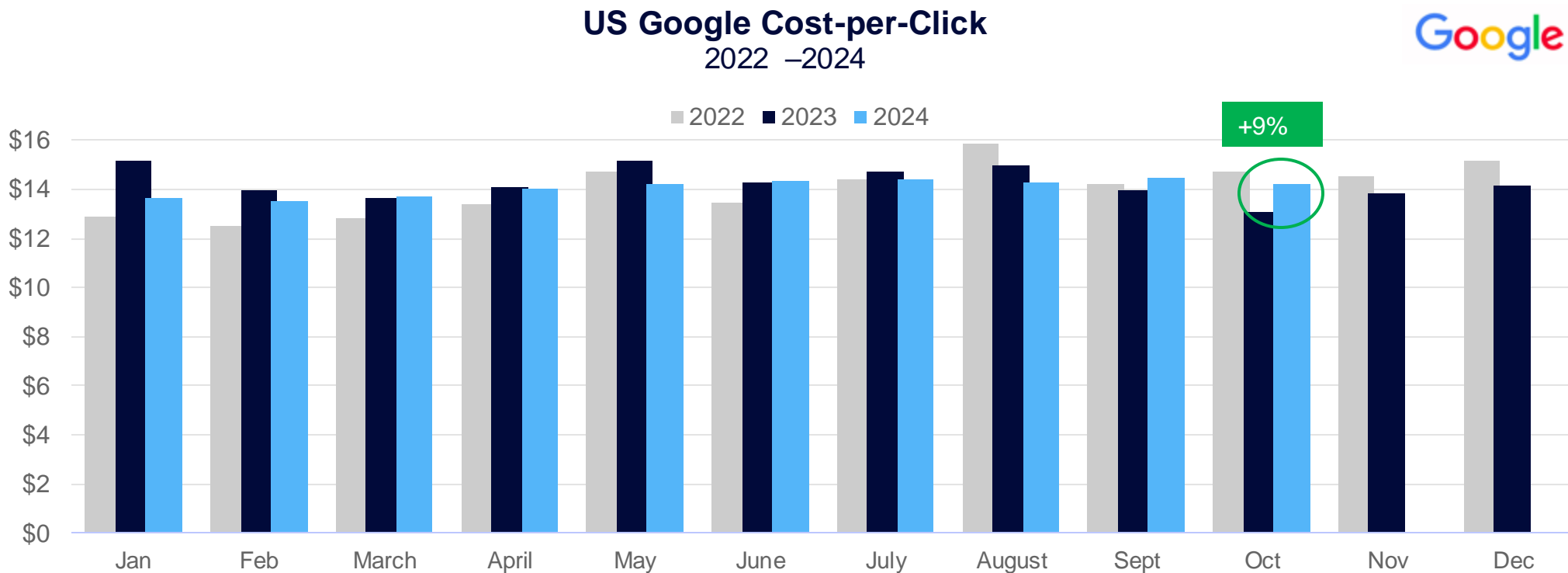


Source: PES Keyword Search Dashboard



Google Search Trends: Cost-per-Click

In October 2024, the average Google cost-per-click grew 9% year-over-year.

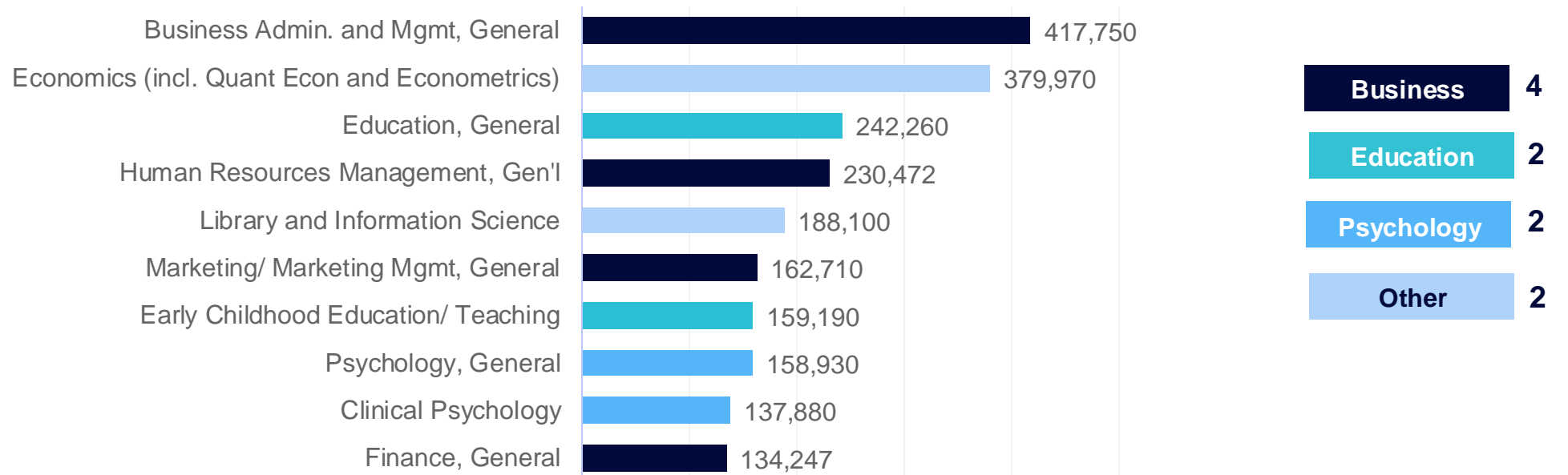


Source: PES Keyword Search Dashboard

Google: Programs with Fastest-Growing US Search Volumes

In October, searches for Business Admin grew by 417,750 searches year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
October 2024 YoY



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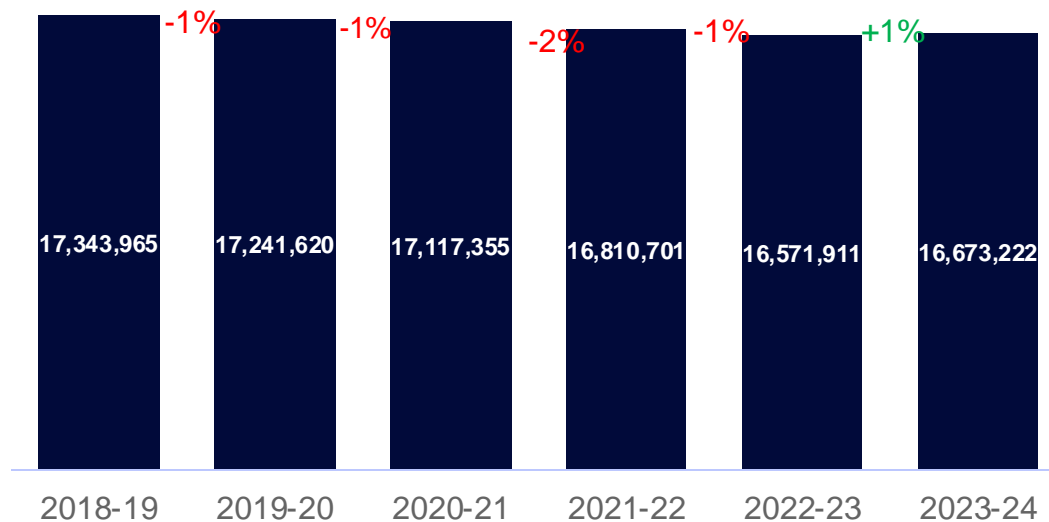
Summary

Total Enrollment: Five-Year Trends

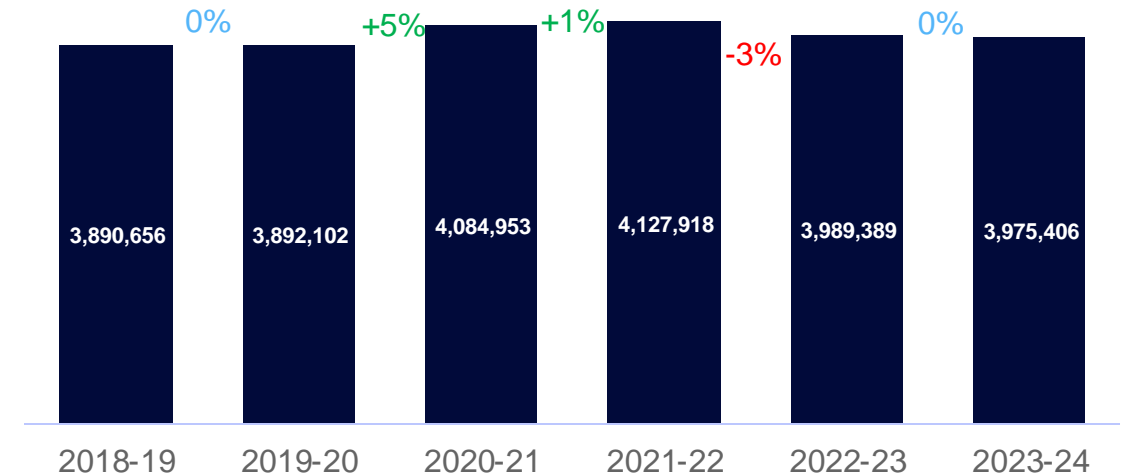
In the Academic Year 2023–24, US student enrollment rose 1% for bachelor's degrees.

- Master's level was flat.

US Total Enrollment
Bachelor's 2018–19 to 2023–24



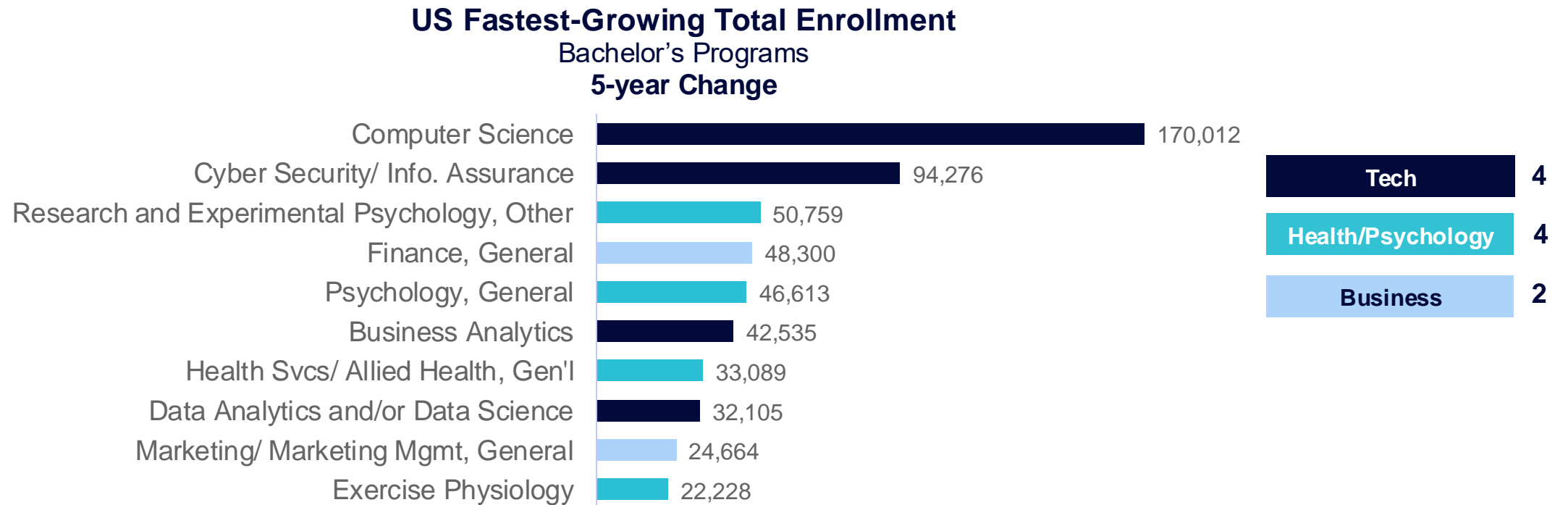
US Total Enrollment
Master's 2018–19 to 2023–24



Source: PES Program Enrollment Dashboard

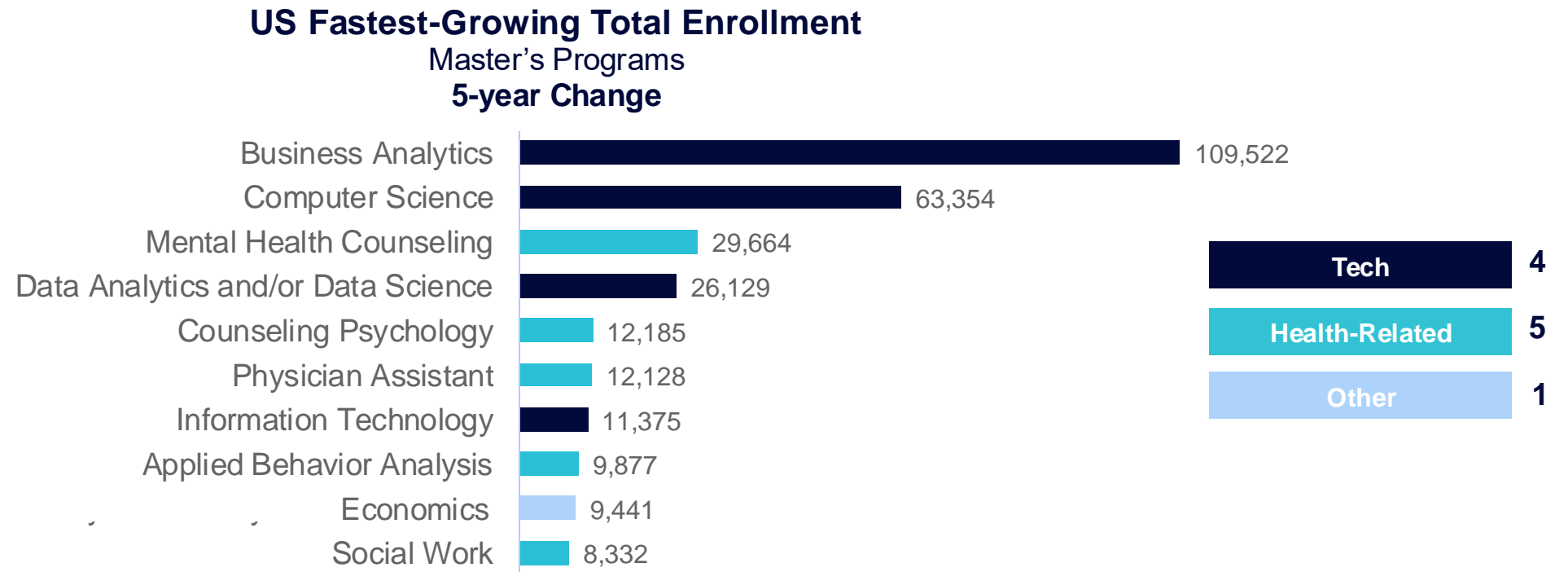
Bachelor's: Academic Year 2018–2019 to 2023-24, Five-year Growth

Computer Science added 170,012 enrollments over the past five years.



Master's: Academic Year 2018–2019 to 2023-24, Five-year Growth

Business Analytics grew by 109,522 total enrollments over five years.



Source: PES Program Enrollment Dashboard

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What is a Program Evaluation System?

Student Demand: Non-Degree

Employment: Current Indicators

Emerging Programs: Where Are They Now?

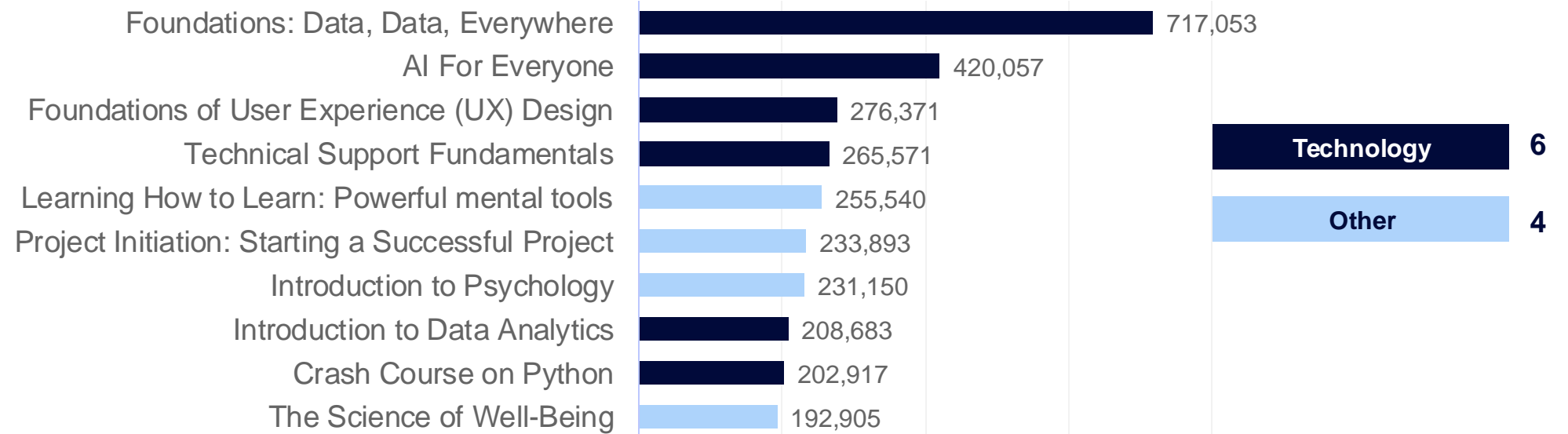
Summary

Non-Degree Demand: Coursera

As of October 2024, almost 140 million learners since inception.

- From October 2023 to 2024, the largest course enrollment was in Foundations: Data, Data, Everywhere.

Largest Courses
October 2023-2024 Enrollment

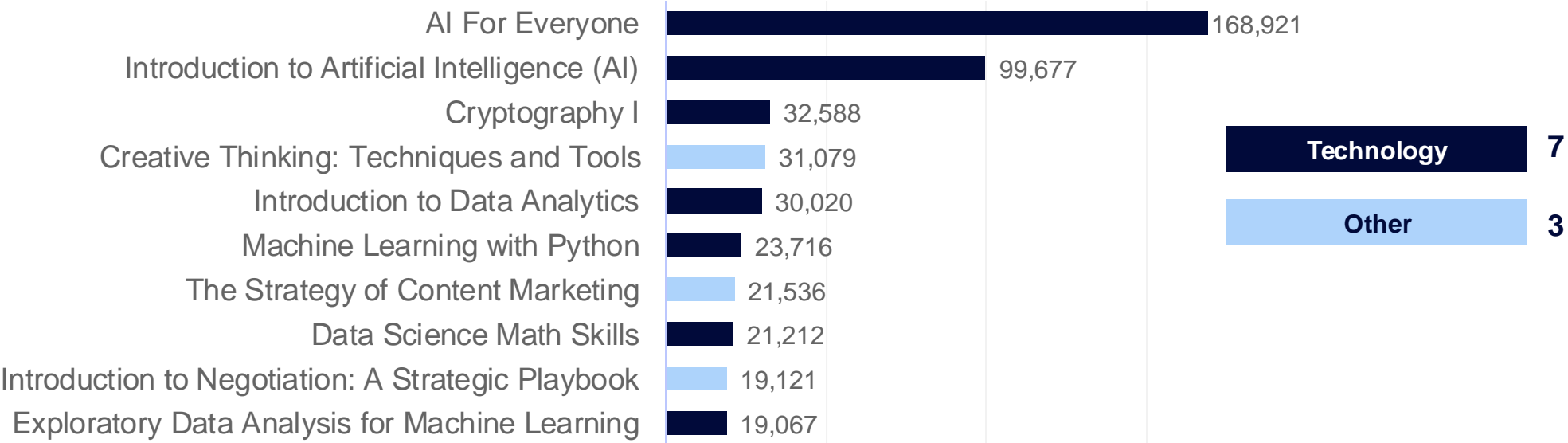


Non-Degree Demand: Coursera

Fastest-Growing Courses

- From October 2023 to 2024, the fastest-growing course enrollment year-over-year was in AI for Everyone.

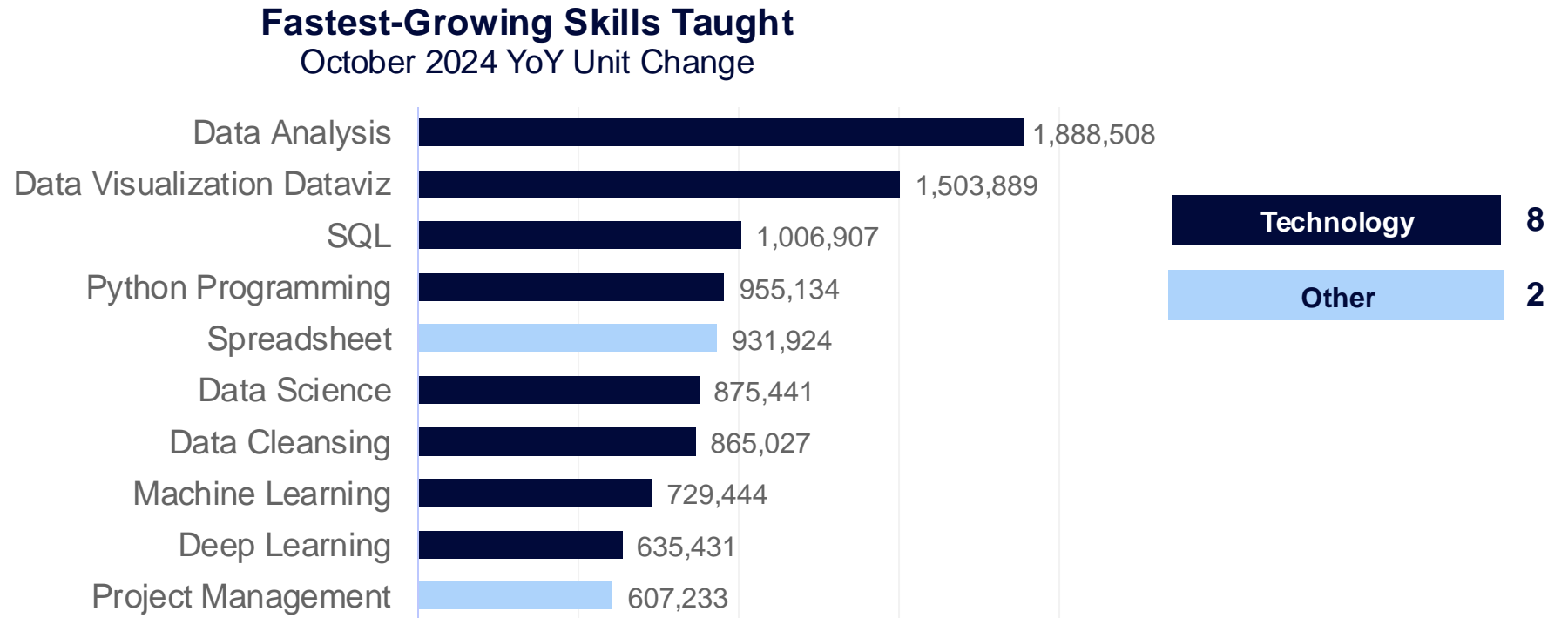
Largest Courses
October 2023-2024 Enrollment



Source: PES Non-Degree Dashboard, Coursera

Non-Degree Demand: Fastest-Growing Skills Taught on Coursera

From October 2023 to 2024, eight of the 10 fastest-growing skills were in tech.*



Agenda

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Commonly available data sources link programs to direct prep occupations.

According to NCES, Communication grads are prepared for nine occupations.

- Direct prep job postings volume includes data for seven occupations.

NCES CIP to SOC Crosswalk	
Broadcast Announcers and Radio Disc Jockeys	
Communications Teachers, Postsecondary	
Editors	
Fundraisers	
Fundraising Managers	
News Analysts, Reporters, and Journalists	
Public Relations Managers	
Public Relations Specialists	
Writers and Authors	

Direct Prep Job Postings, Communication Grads YTD 2024



Gray DI's alumni career profile data on over 732,114 graduates identifies 781 occupations Bachelor in Communication grads have gone into. They have held over 640,426 job titles.

**Top 10 Occupations
Alumni with Bachelor of Communication
First Four Years Post-Grad**



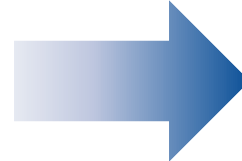
**Top 10 Job Titles
Alumni with Bachelor of Communication
First Four Years Post-Grad**



Alumni work profile data

What are the top industries that employ your graduates?

Top 15 Majors



Top 15 Industries

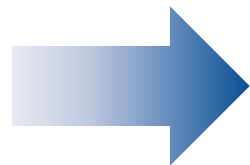




Drill down to a specific program to identify the employers that hire your students.

- Approaching employers with data-informed assessments can help strengthen relationships and improve student outcomes.

**Mechanical Engineering
(Bachelor's)**



To 15 Industries

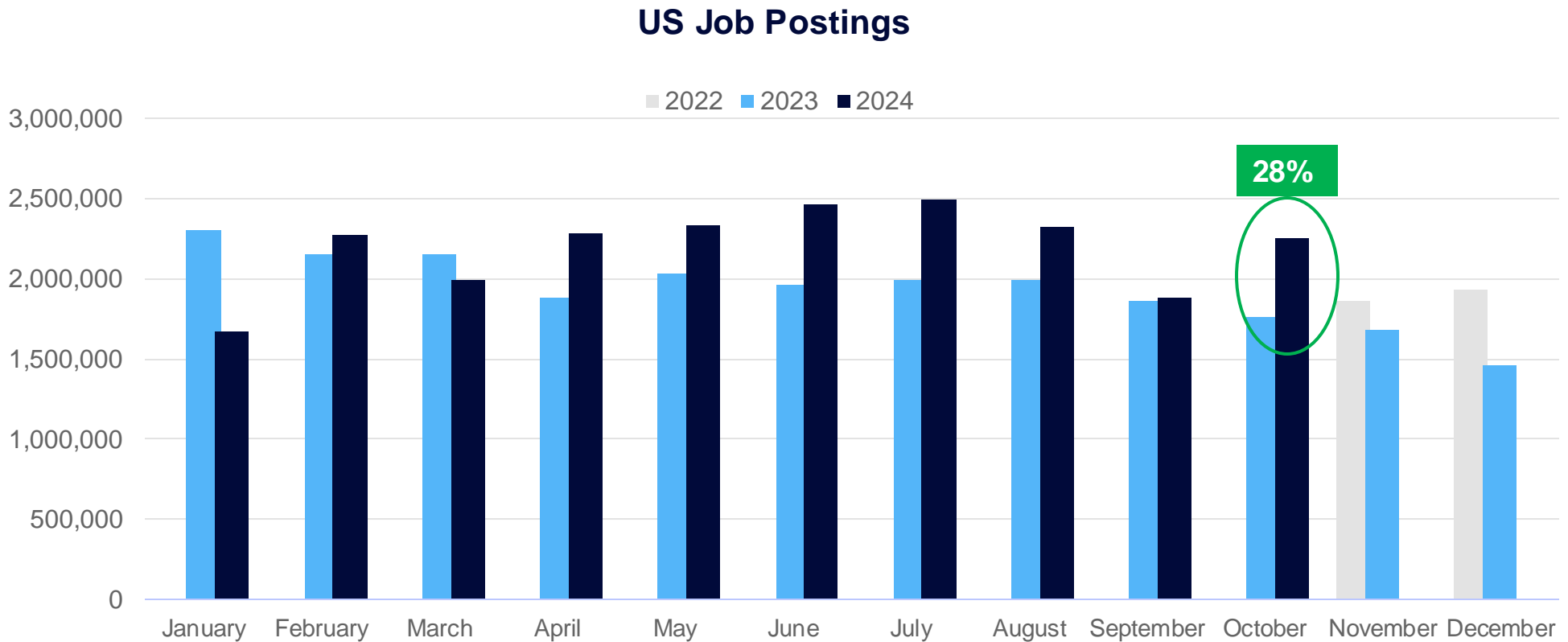
Renewables & Environment
Electrical/Electronic Manufa...
Defense & Space
Machinery Utilities Construction
Semiconductors Wine And Spirits Automotive
Food & Beverages Medical Devices
Aviation & Aerospace
Mechanical Or Industrial Eng...
Information Technology And S...
Transportation/Trucking/Rail...

Top 10 Companies

Tesla
E. & J. Gallo Winery University Of California, Me...
Lockheed Martin
Northrop Grumman Corporation
Boeing Pacific Gas And Electric Com...
Gas Transmission Systems
Applied Aerospace Structures... Westland Technologies, Inc.

US Job Postings Trends

In October, job postings rose 28% year-over-year for all award levels.



Source: PES Job Postings Dashboard

Largest Job Postings Volume, Bachelor's and Above Levels

Highest Job Posting Volume October, Bachelor's and Above

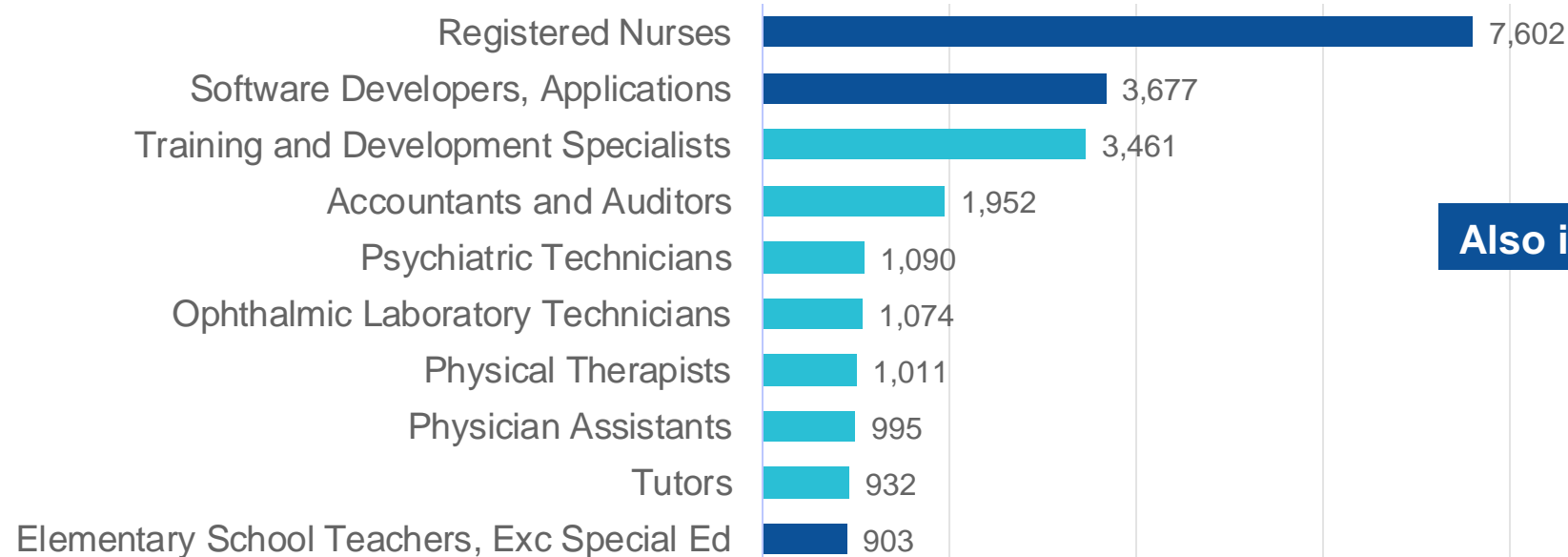


Fastest-Growing Job Postings Year-over-Year

In October, Registered Nurse job postings rose by 7,602 year-over-year

Highest Job Postings Growth

Bachelor's and Above Levels, August - October 2024

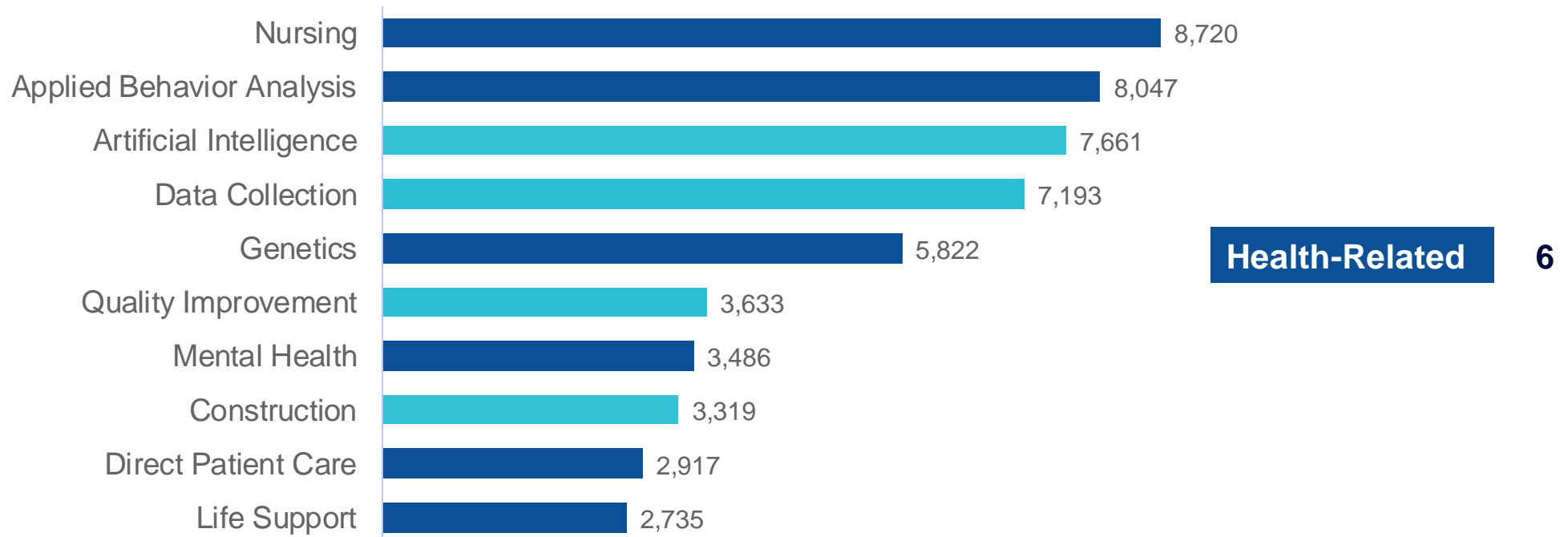


Also in the top 10 for volume

Which skills are growing in demand in the US?

There is a high demand for skills related to health care.

Fastest-Growing Skills Volume, Bachelor's and Above
Listed in Job Postings, October, 2024



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Each January, Gray DI presents the “5 Emerging Academic Programs to Watch” in our most popular webinar.

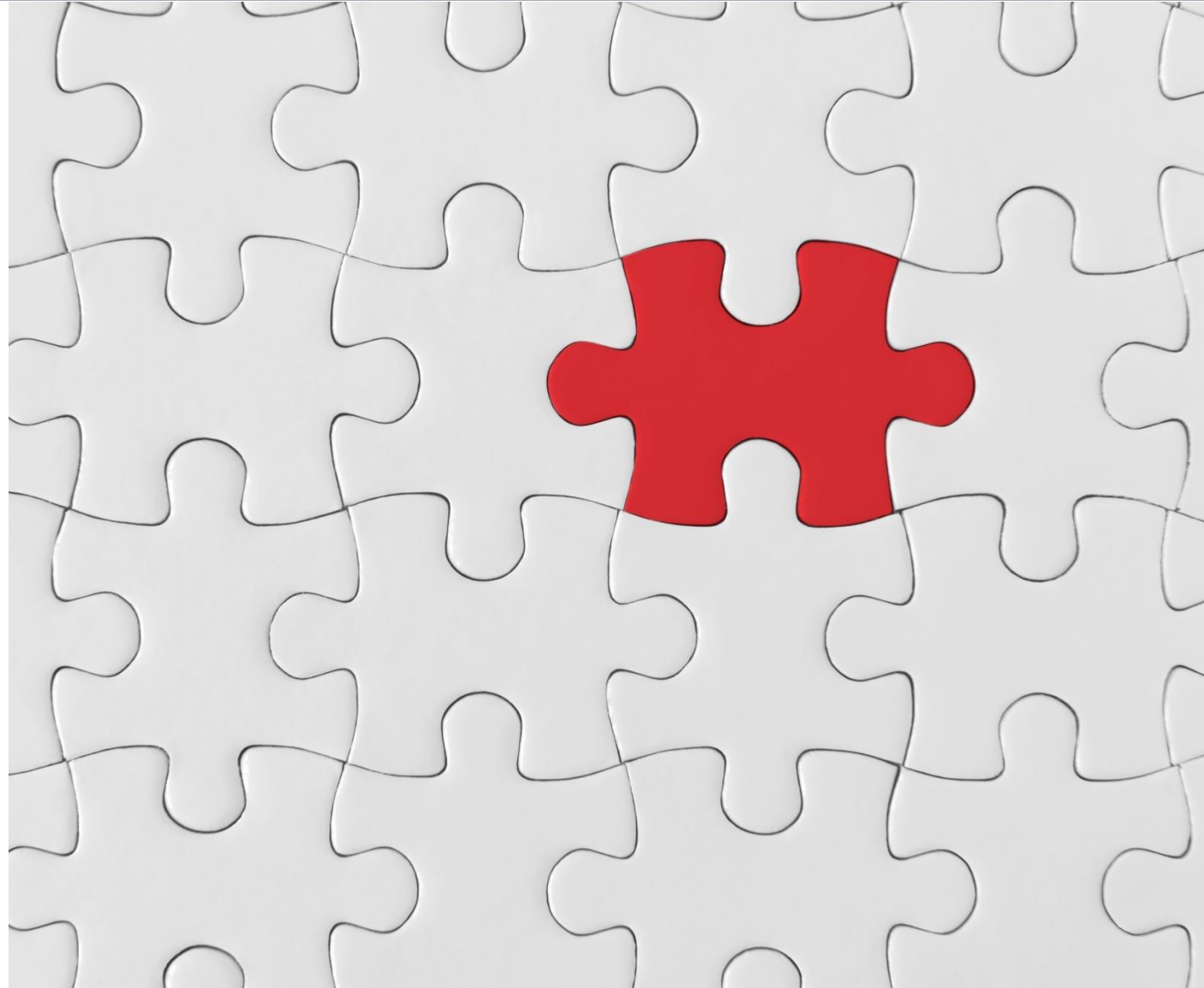
- This webinar identifies five nascent academic programs keeping pace with innovation in research and education.





Elements to Consider

- Timing
- Size
- Mission
- Degree fit
- Difficulty
- Funding





Blasts from the Past



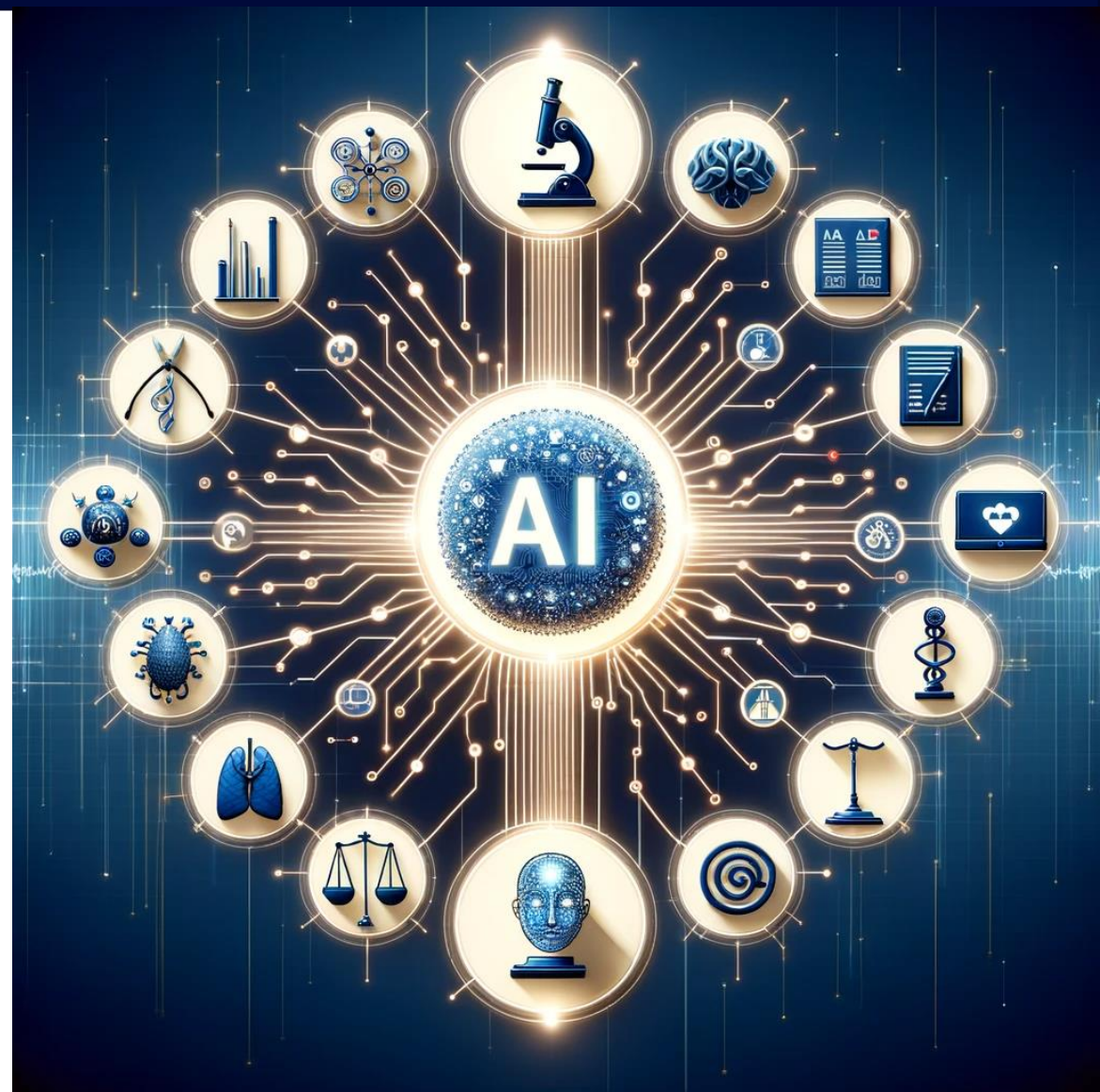


Applied AI



AI Applied to Specific Disciplines

- Applied AI combines technical expertise in artificial intelligence.
- With domain knowledge in a specific discipline
- To accelerate innovation and strategic advantage.





Disinformation Intelligence



Disinformation Intelligence

“In the U.S. fake local news sites now outnumber legitimate newspapers. Taken to new heights by the use of artificial intelligence, disinformation is not slowing down but mass-scaling and becoming more effective. The most concerning of all is the normalization of fake news, as it becomes harder every day to tell facts apart from lies.”

– Technopedia, July 2024



Creator Economy

More kids want to be YouTube stars than astronauts.

Creators, marketers, and employers want to teach them how.

LinkedIn Learning

Launching Your Creator Business



0:52 / 1:27

Source: linkedin.com/learning/launching-your-creator-business

NBCUniversal

Creator Accelerator

Investing in the next generation of NBCUniversal talent now.



Source: nbcuniversal.com/creatoraccelerator

NASACADEMY.

Creator Accelerator Program

- 01 Master the Art of Social Media Storytelling
- 02 The Basics of Mobile Video Creation for All Social Platforms
- 03 Create Better Videos and Get More Views
- 04 Grow Your Channels and Build Your Community
- 05 Make Money With Content Creation and Get Job Opportunities

Source: nascademy.com

The image shows two astronauts in white space suits standing on a rocky, reddish-brown planet surface, likely Mars. They are holding hands and looking out over a hazy, mountainous horizon. The astronaut on the right is saluting. A white banner with the text "Space Commercialization" is overlaid across the middle of the image.

Space Commercialization

Space Commercialization: An Off-Planet Economy

A \$1.1 trillion-dollar (or more) industry by 2040?

- SmallSats: telecommunications and payloads
- Asteroid mining
- Space tourism
- Military defense
- Space investing
- Big data
- Bases on the Moon and Mars

*But who owns the moon,
asteroids, and other resources?*





















Cellular Agriculture



There are a handful of programs... and a lot of employment opportunities.

 Research Associate II - Analytics THE EVERY COMPANY	 Head of Engineering LEVER ADVISERS	
 Senior Process Engineer THE EVERY COMPANY	 Research Associate Fermentation NEW CULTURE	
 R&D scientist (2-2) CELLULAREVOLUTION	 Bioinformatics Scientist BIOMILQ	 Research Associate BIOMILQ
 R&D scientist (1-2) CELLULAREVOLUTION	 Biochemist BIOMILQ	 Laboratory Operations Manager GALY
 Biomanufacturing Engineer - Upstream BIOMILQ	 Business Office Coordinator BIOMILQ	 Full Stack Data Scientist THE EVERY COMPANY
 Chief Operating Officer FINLESS FOODS	 Regulatory Manager BIOMILQ	 Human Resources Generalist THE EVERY COMPANY

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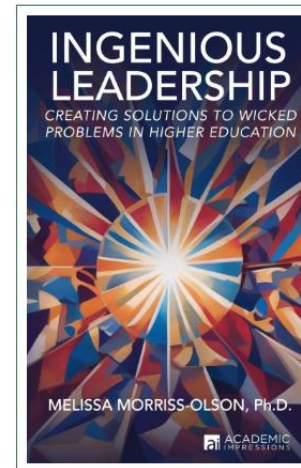
Summary

- In October, Google searches for academic programs rose 64% year-over-year.
 - Business Admin and Management grew by 417,750 searches year-over-year.
 - Average cost-per-click rose 9% year-over-year.
- Total student enrollment in bachelor's programs is up 1% year-over-year.
 - Master's enrollment is flat.
- In 2023–24, Computer Science and Business Analytics had the highest growth since 2018–19.
- Bachelor's in Communication grads go into 781 occupations; most are not directly related to their major.
- There is a growing demand for skills related to health care.
- Disinformation Intelligence, Creator Economy, Space Commercialization, Applied AI, and Cellular Agriculture were among our past 5 Emerging Programs to Watch – tune in this January for our new picks!

Upcoming webinars



Our 6th annual 5 Emerging Academic Programs to Watch
Tuesday, January 14, 2025, 2-3:15 PM EST



GRAY DI DECEMBER DEMAND TRENDS WEBINARS

TOPIC	DATE
COMMUNITY COLLEGES	DEC 18 @ 2 PM EST
BACHELOR'S AND ABOVE	DEC 19 @ 2 PM EST

FEATURING DR. MELISSA MORRISS-OLSON
 AUTHOR AND HOST OF THE INGENIOUS PODCAST
 DISCUSSION OF HER NEW BOOK