



Demand for Higher – Education Programs: Community Colleges

February 26th, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

Summary

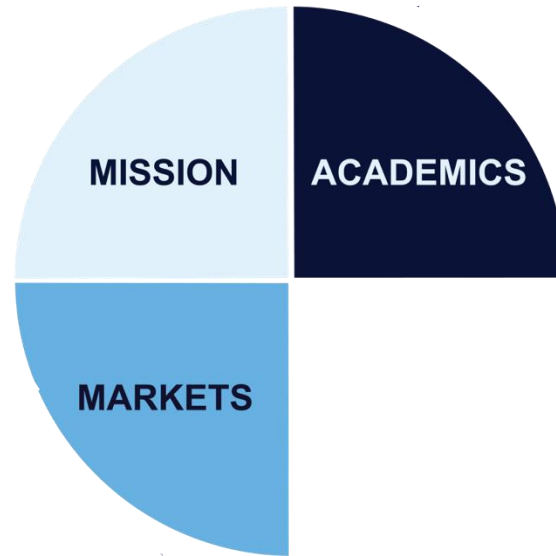
An academic Program Evaluation System enables growth and sustainable financials.



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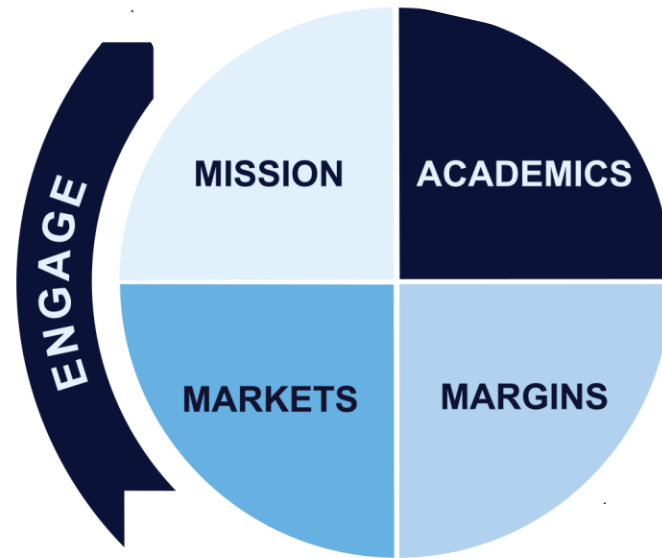
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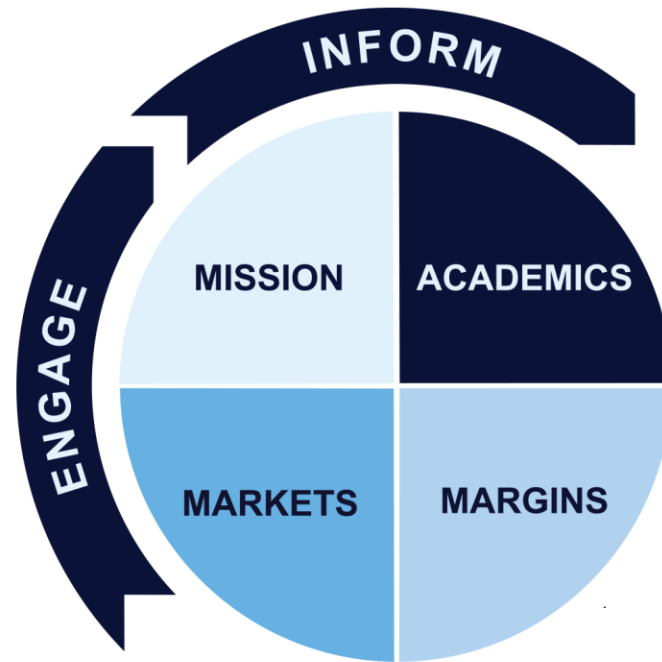
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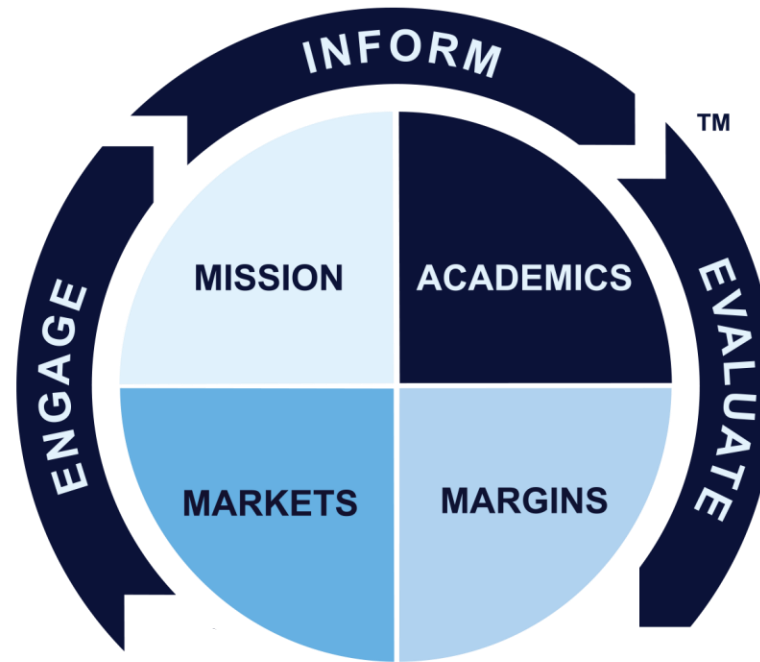
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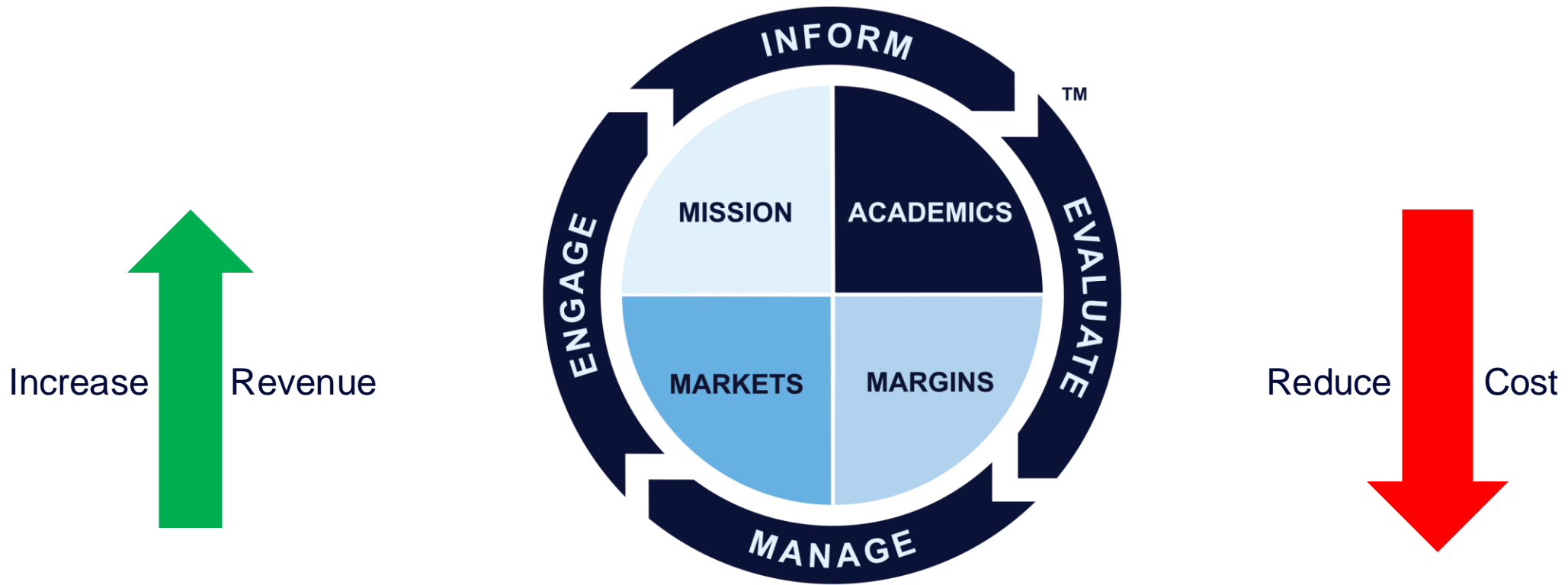
Program Evaluation System Overview.



Why Bother?



An academic Program Evaluation System Overview.



Agenda

What is a Program Evaluation System?

Student Demand: Google

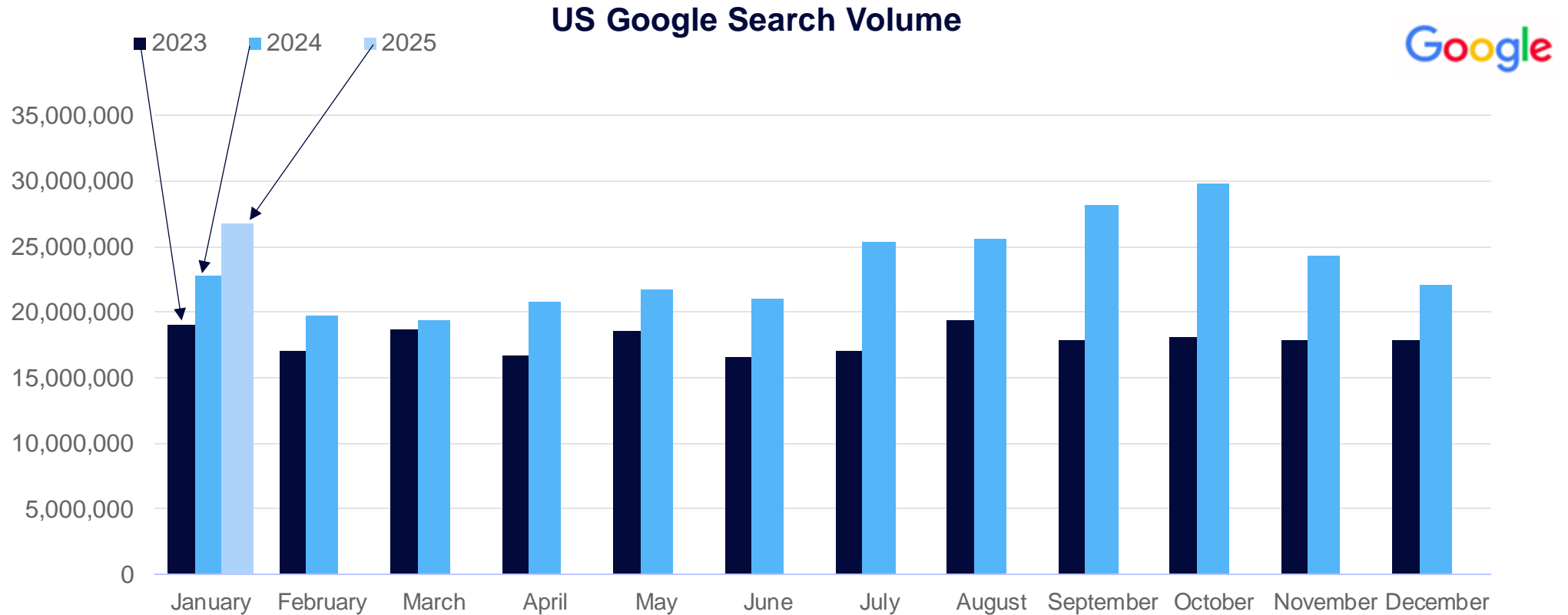
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Google Search Trends: Programs

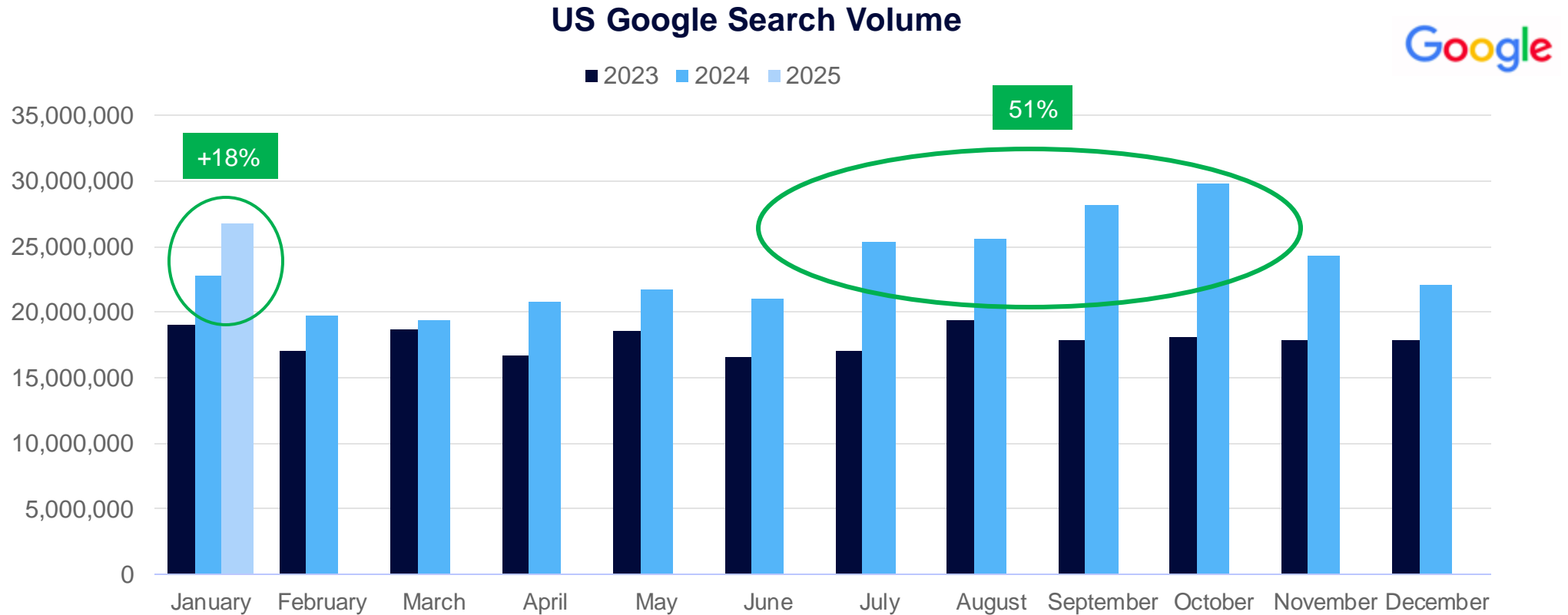
Gray DI tracks searches for over 900 programs (90% of all US completions).



Source: PES Keyword Search Dashboard

Google Search Trends: Programs

In January 2025, Google searches for academic programs grew 18% year-over-year.

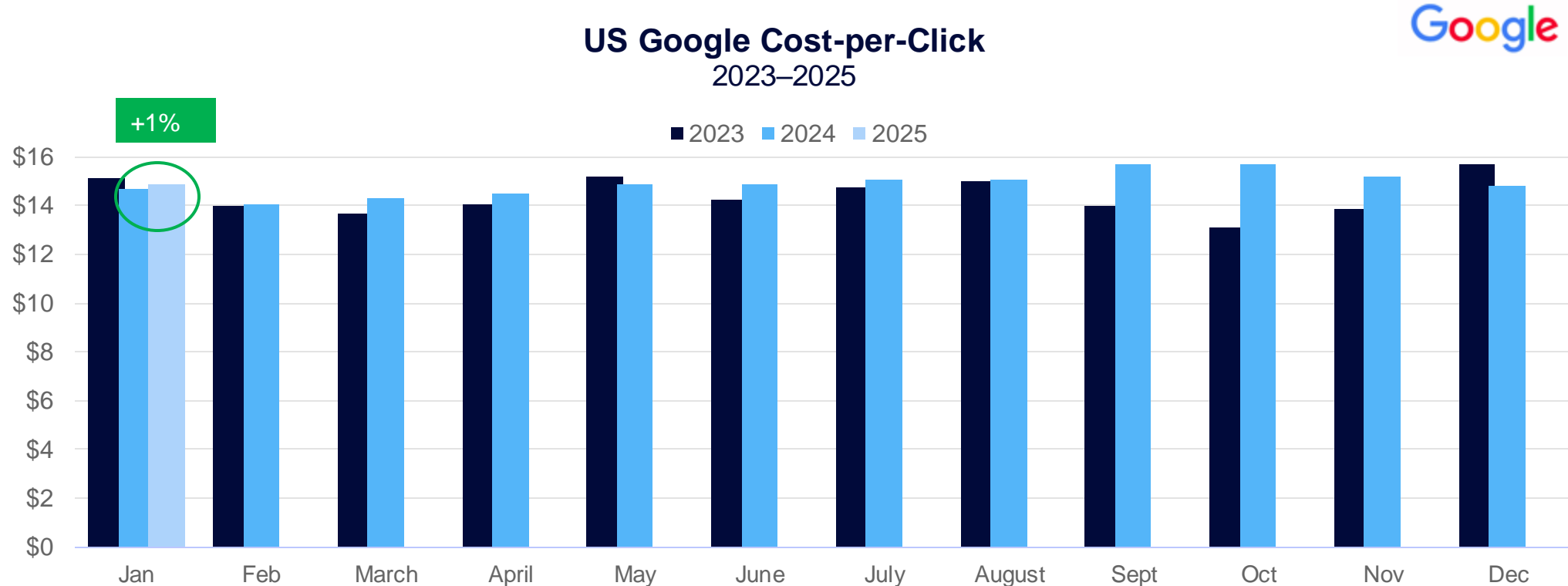


Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

In January 2025, the average Google cost-per-click grew 1% year-over-year.

- There are more than 100 clicks for every student enrolled or a cost of *at least* \$1,400 per student enrolled.

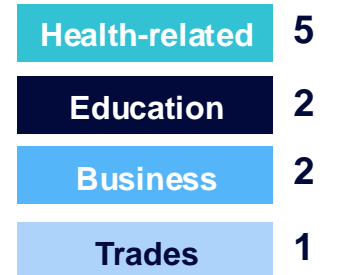
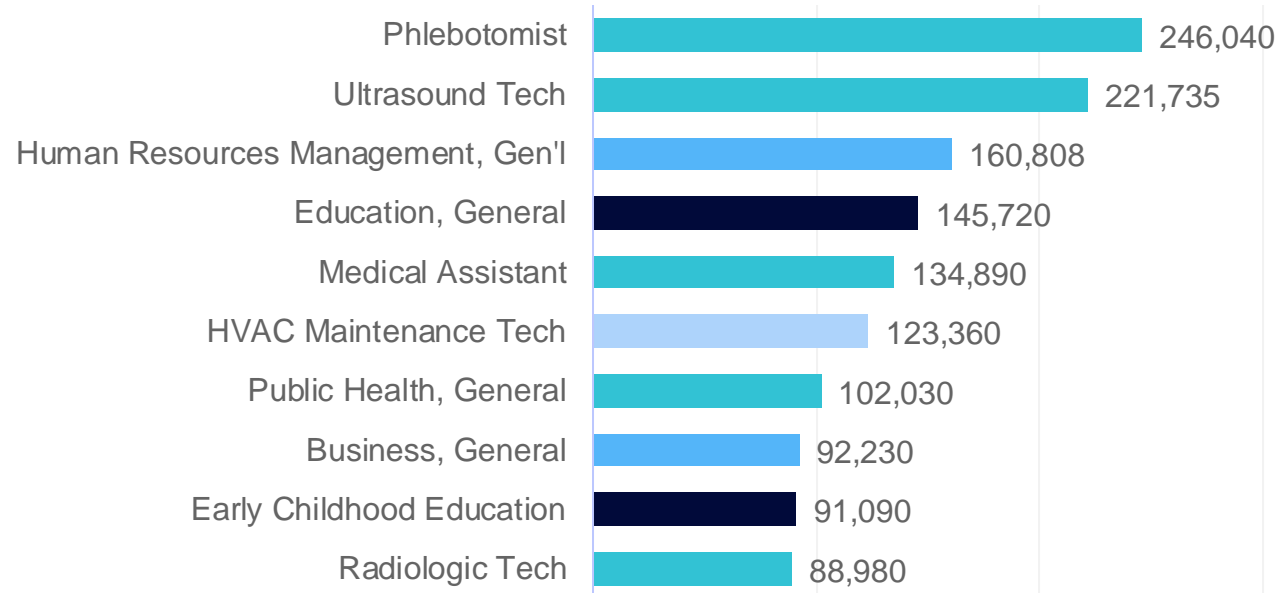


Source: PES Keyword Search Dashboard

Google: Programs with Fastest-Growing US Search Volumes

In January, searches for Phlebotomy increased by 246,040 year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
 January 2025
 YoY Unit Change in Search Volume



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What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

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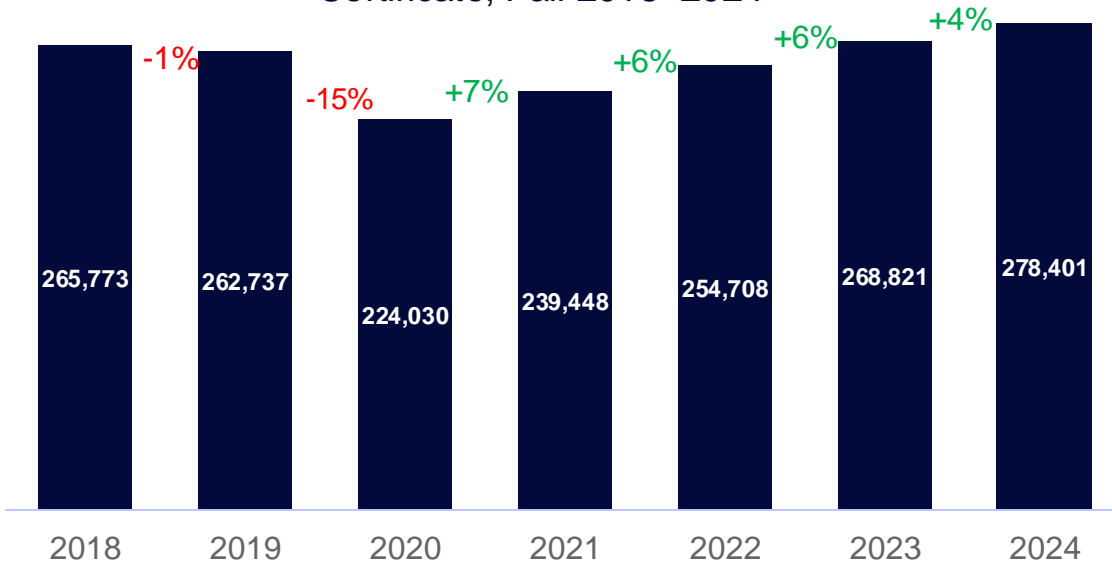
Summary

Fall 2024 New Enrollment

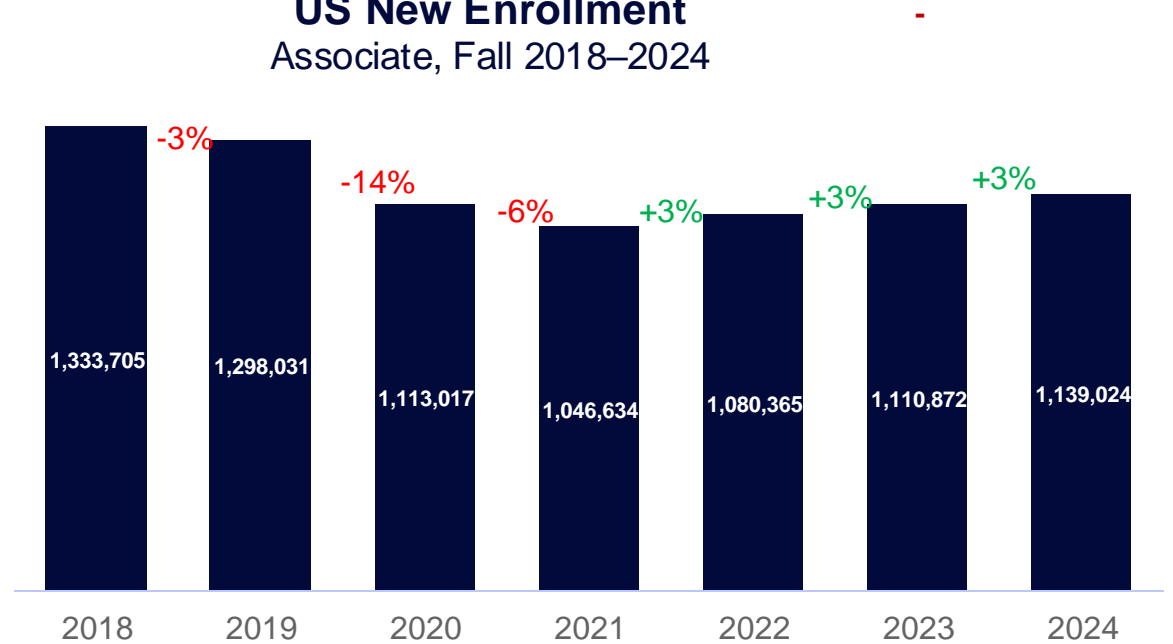
In Fall 2024, certificate new enrollment rose 4%.

- Associate programs rose 3%.

US New Enrollment
Certificate, Fall 2018–2024

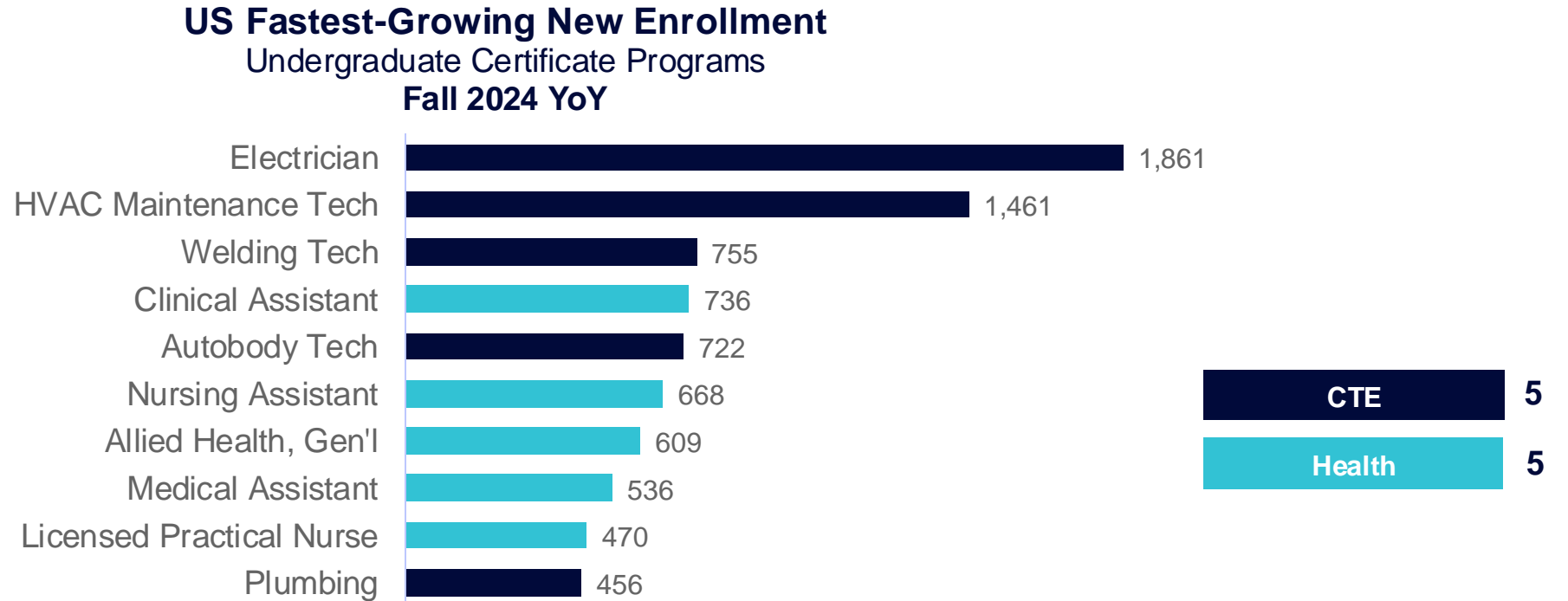


US New Enrollment
Associate, Fall 2018–2024



Undergraduate Certificates: Fall 2024 year-over-year growth

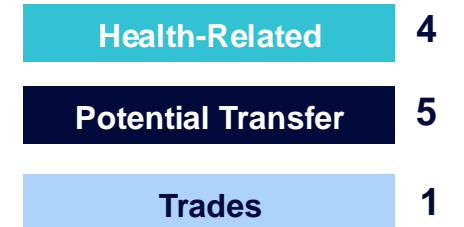
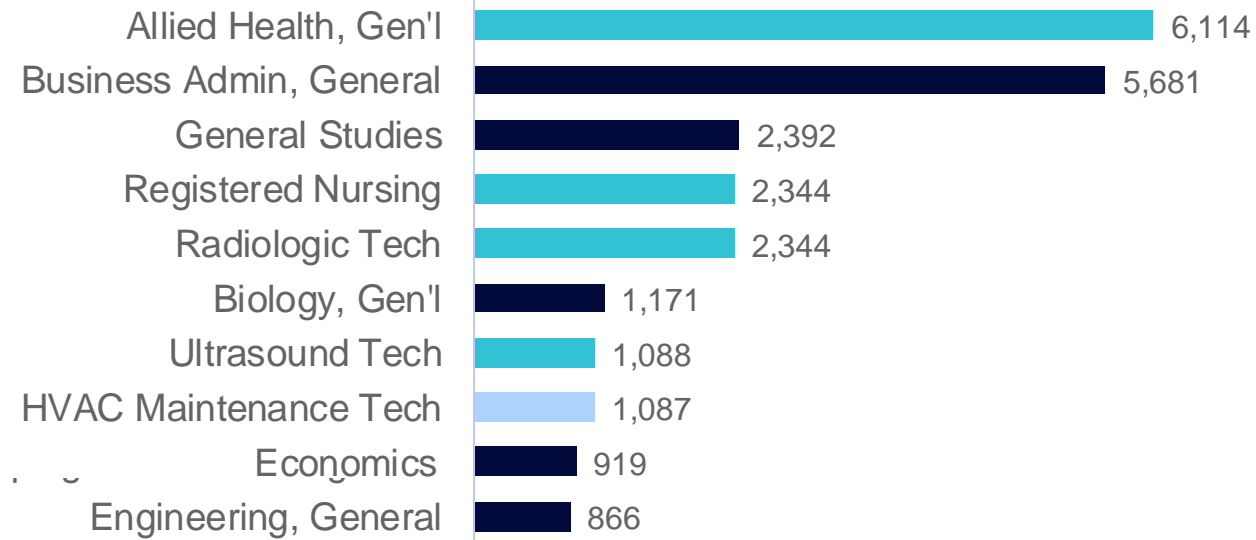
In Fall 2024, trades and health shared the top ten spots for fastest-growing new enrollment.



Associate: Fall 2024, Year-over-Year Growth

Allied Health added 6,114 new students.

US Fastest-Growing New Enrollment Associate Programs Fall 2024 YoY



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Student Demand: Coursera

Employment: Current Indicators

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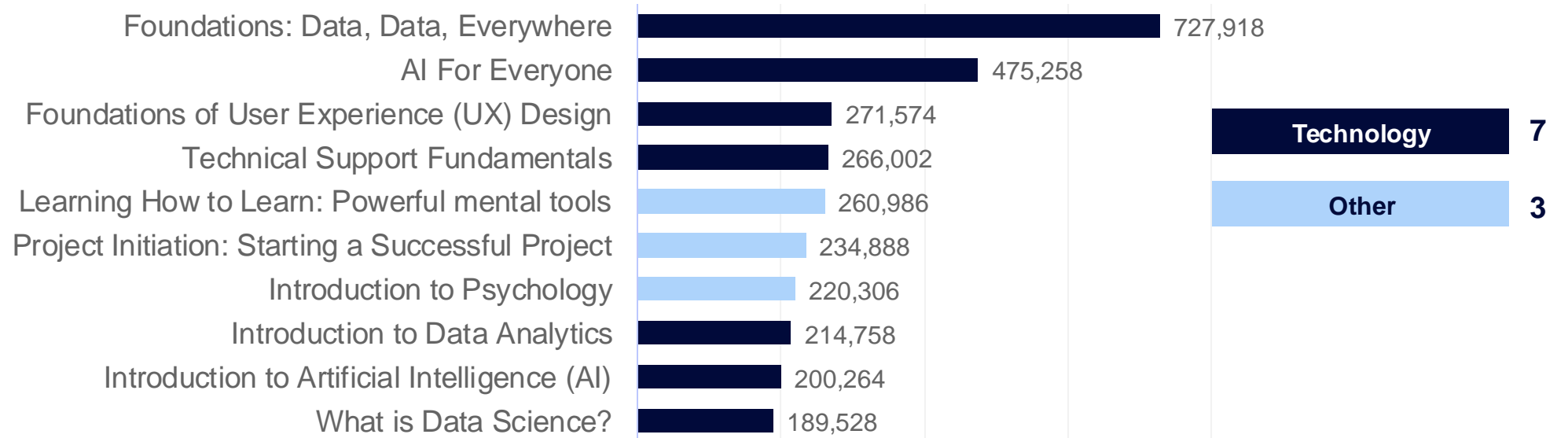
Non-Degree Demand: Coursera

As of January 2025, more than 143 million learners since inception.

- From January 2024 to 2025, *Foundations: Data, Data, Everywhere* enrolled almost 728,000 learners.
- *AI for Everyone* came in second, with 475,000 learners last year.

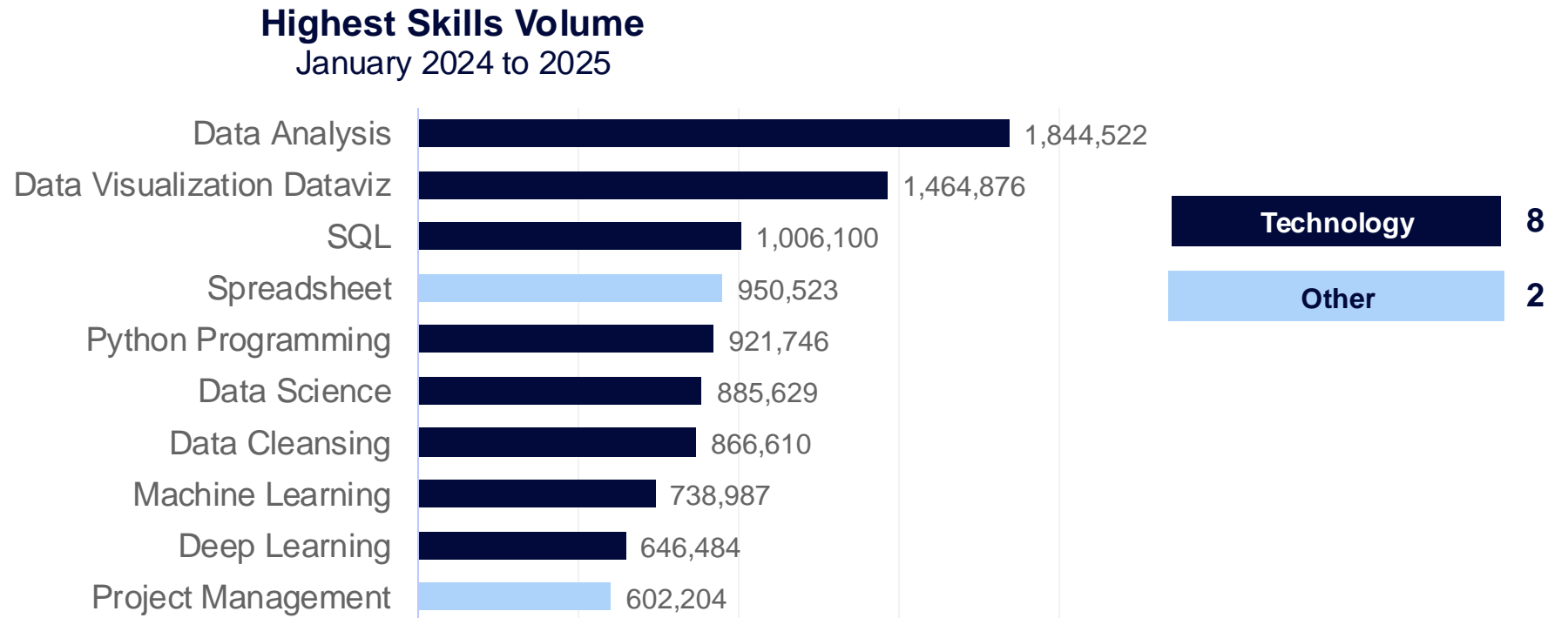
Highest Enrollment Volume

January 2024–January 2025



Non-Degree Demand: Most Skills Taught on Coursera.

From January 2024 to 2025, eight of the 10 fastest-growing skills were in tech.*



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SHOUTS & MURMURS

EIGHT THINGS I WISH I'D KNOWN IN MY TWENTIES BEFORE I BLEW MY LIFE SAVINGS ON AN ALPACA FARM

By Graeme Carey

July 1, 2022

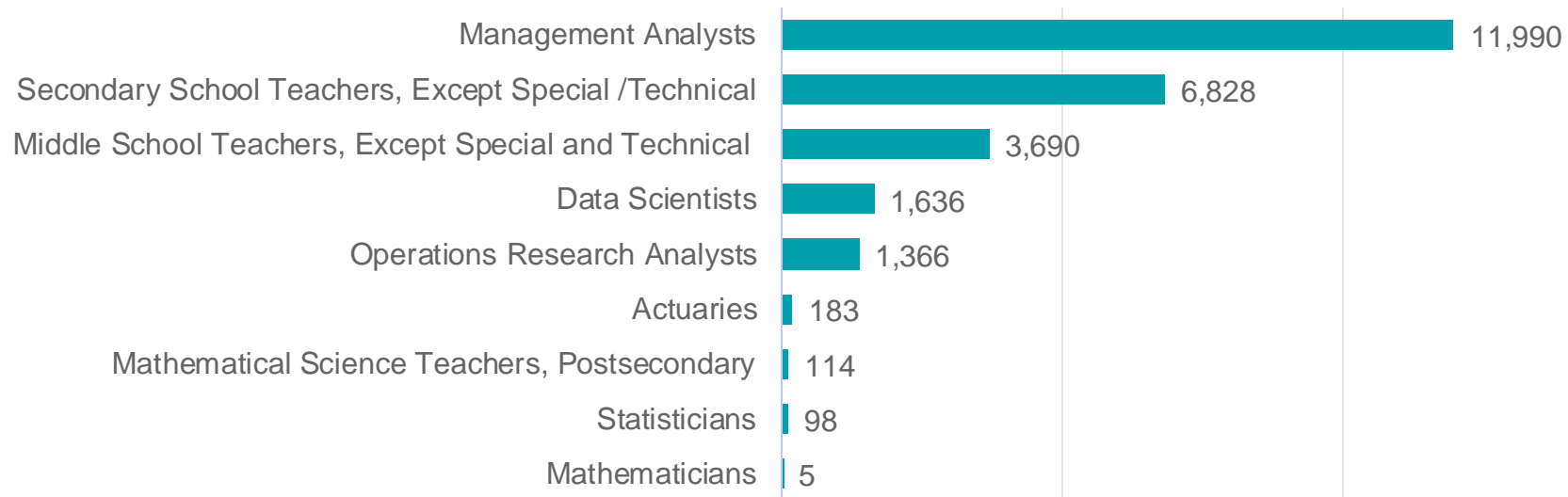


Photograph from Getty

Commonly available data sources link programs to direct prep occupations.

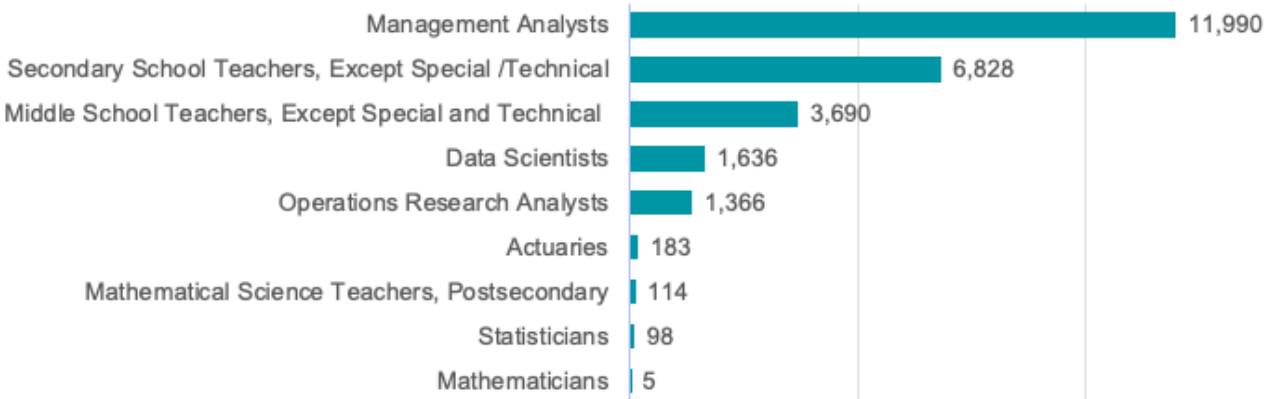
According to direct prep jobs data, Mathematics grads are prepared for nine occupations.

Direct Prep Job Postings, Mathematics
January 2025

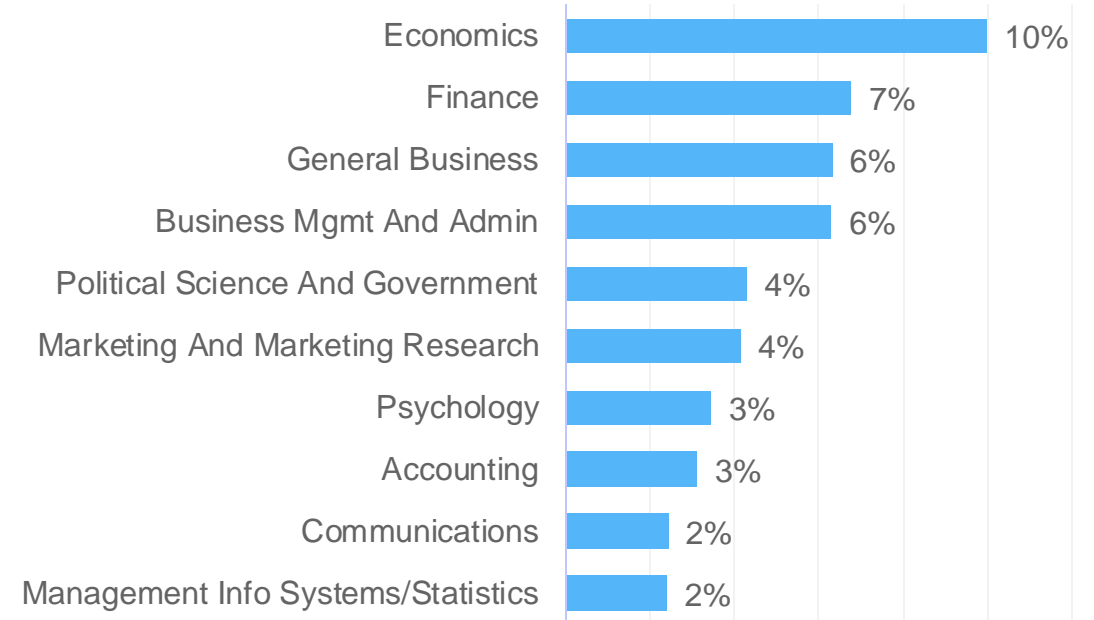


Only 2% of Management Analysts were Math Majors.

Direct Prep Job Postings, Mathematics
January 2025



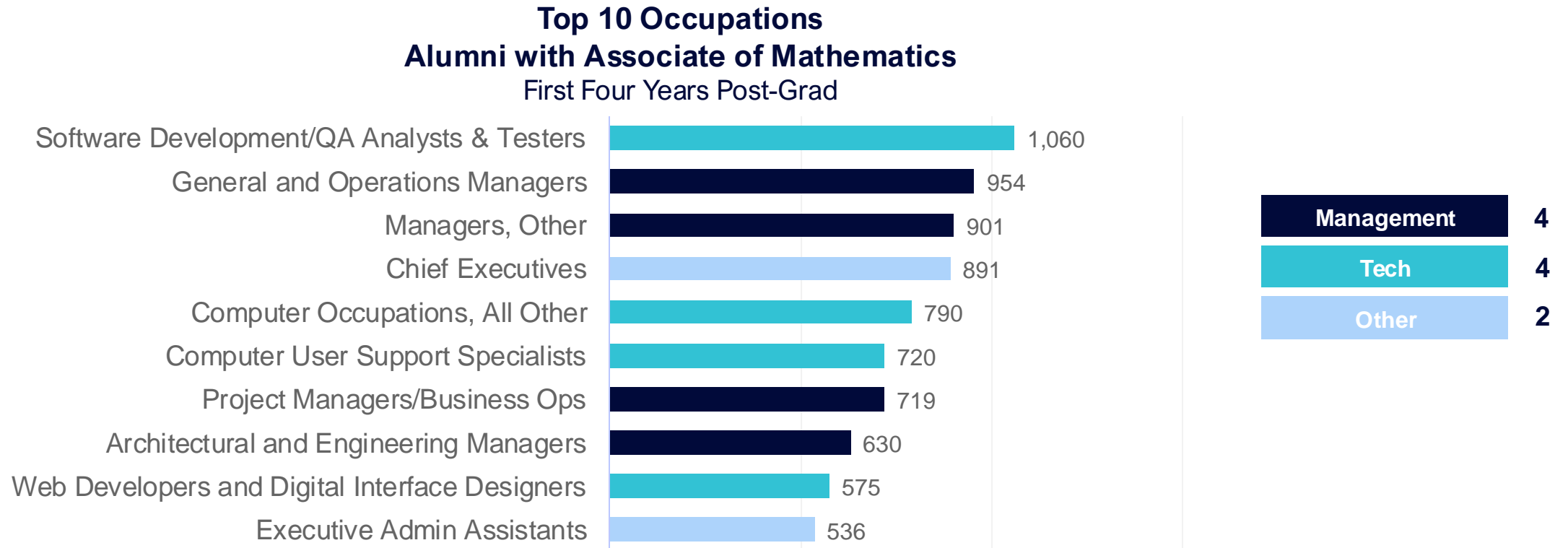
Top 10 Field of Degrees:
Management Analysts



Mathematics: 1.97%

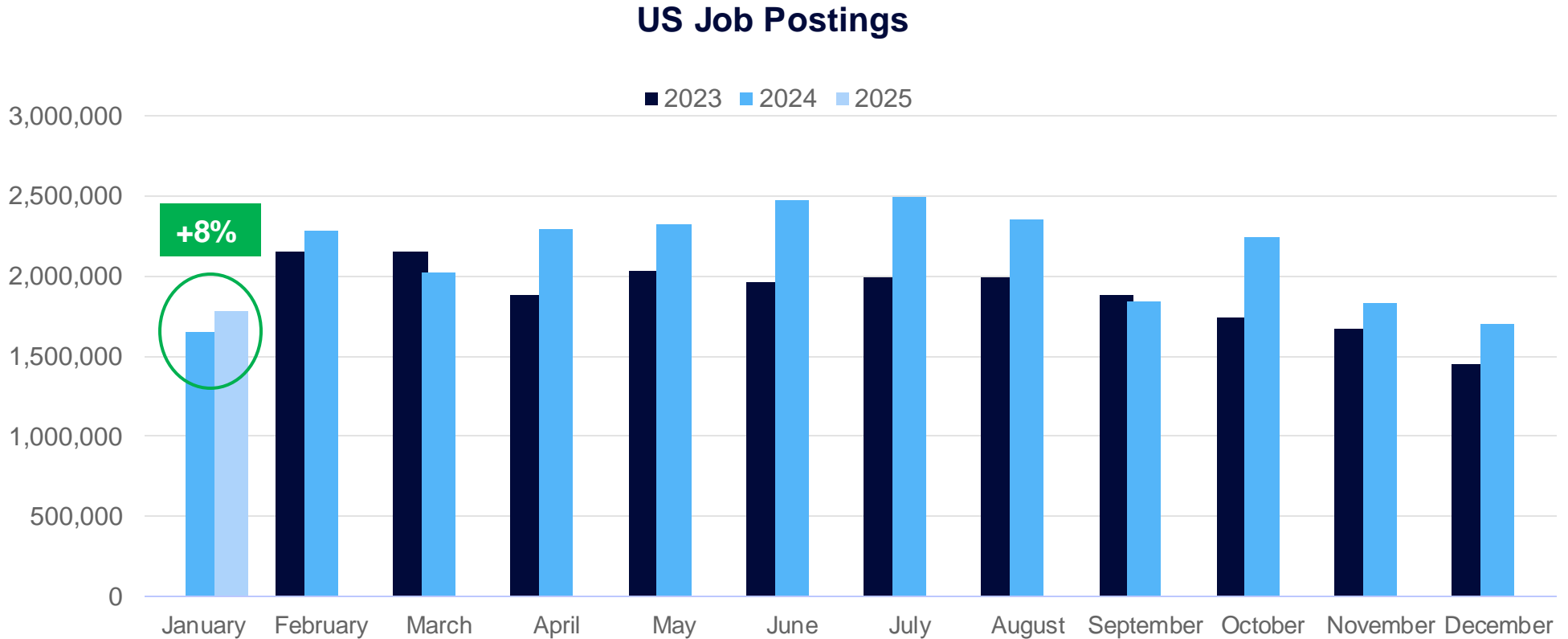
Data on almost 23,000 graduates with an Associate in Math shows 742 occupations.

- Management Analyst ranked 46th among occupations for Math majors.



US Job Postings Trends

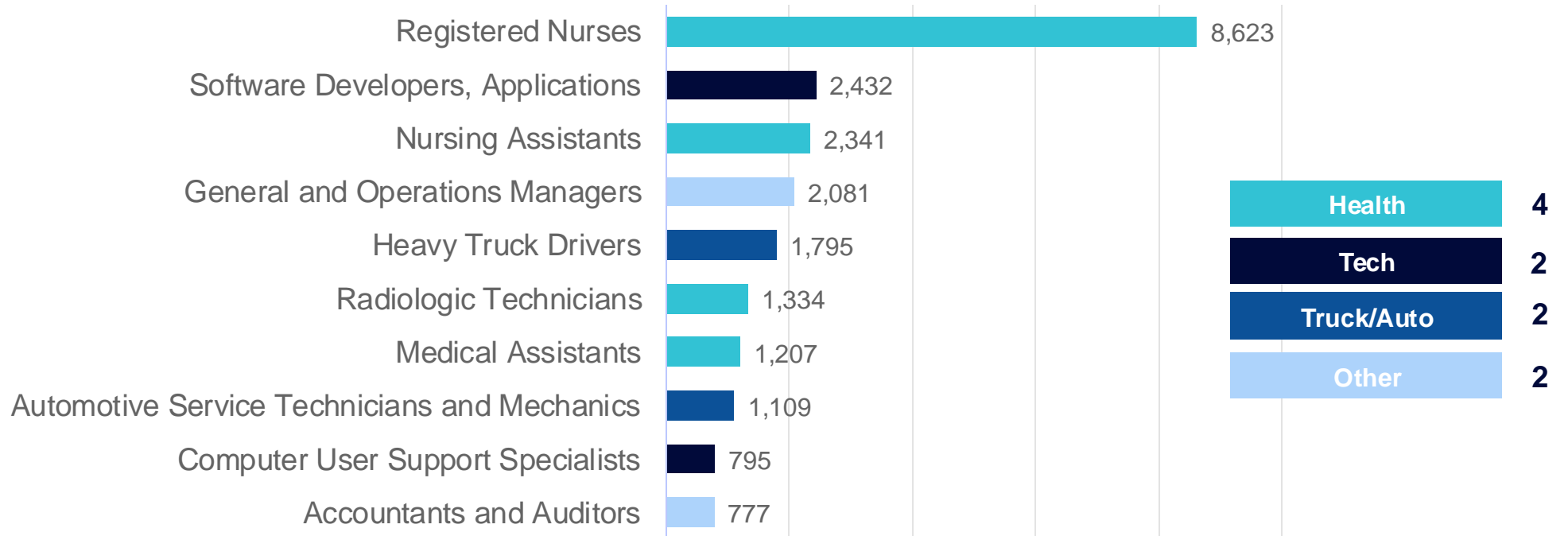
In January, job postings rose 8% year-over-year.



Source: PES Job Postings Dashboard

Fastest-Growing Job Postings, Certificate and Associate

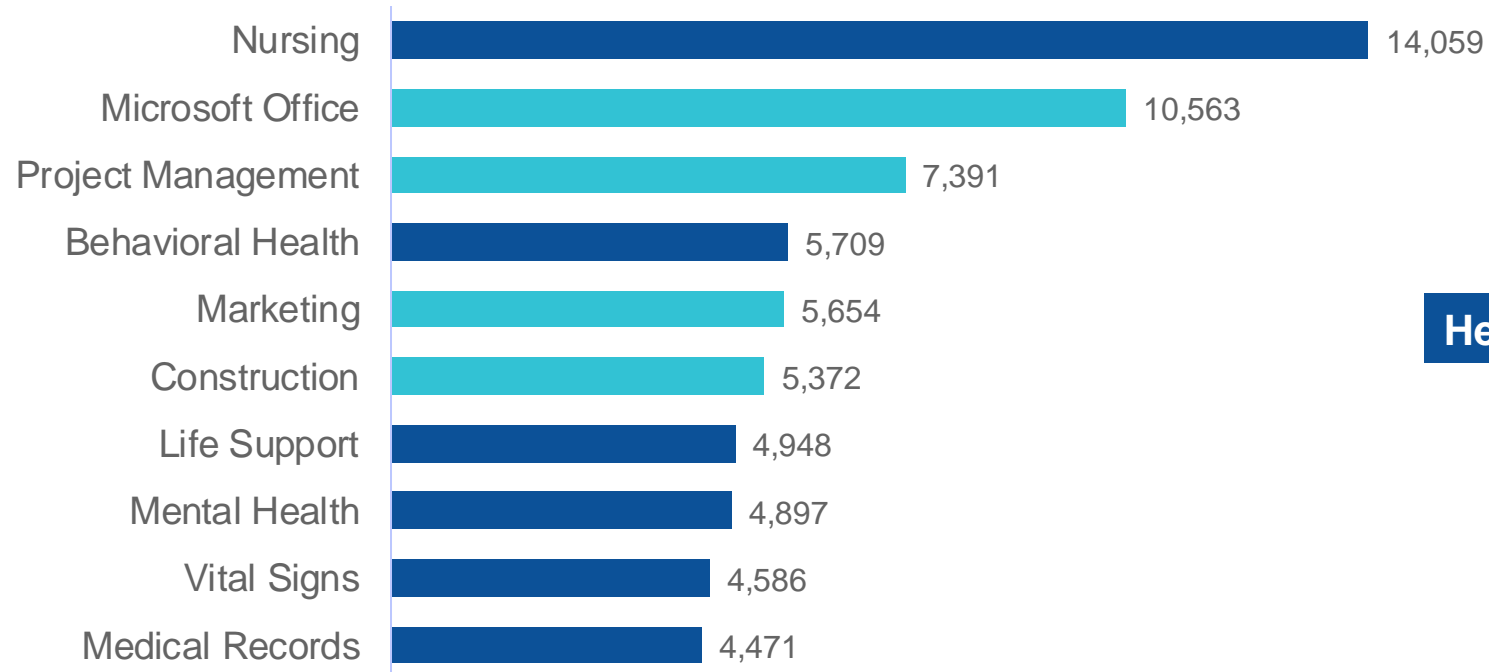
Fastest-Growing Job Postings Volume
 January 2025, Associate and Certificate Level, YoY Change



Which skills are growing in demand in the US?

There is an increasing need for healthcare skills.

10 Skills with Fastest-Growth in Job Postings
January 2025, YoY Change



Health-Related

Agenda

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Summary



UVU Academic Program Fiscal Health: Data-Driven Insights for Sustainable Growth

Powered by Gray DI Analytics

*Dr. Quinn Koller, Director of
Accreditation and Academic
Assessment*



Utah Valley University

Orem, UT



Academic Program Portfolio

- **Total Programs: 304**
- Certificate Programs: 109
 - Associate Degrees: 65
 - Bachelor's Degrees: 110
 - Master's Degrees: 20
 - Online Degrees: 61



Until April 2024

- Open enrollment, dual mission university located in the fastest growing region in Utah
- Rapid enrollment growth – Increased by 55% over the past decade. **We even grew during COVID!**
- Quick to add new programs, slow to sunset under-performing programs

WE RAPIDLY OUTGREW OUR RESOURCE BASE



*“Strategic
Reinvestment”*

April 2024 Until Now

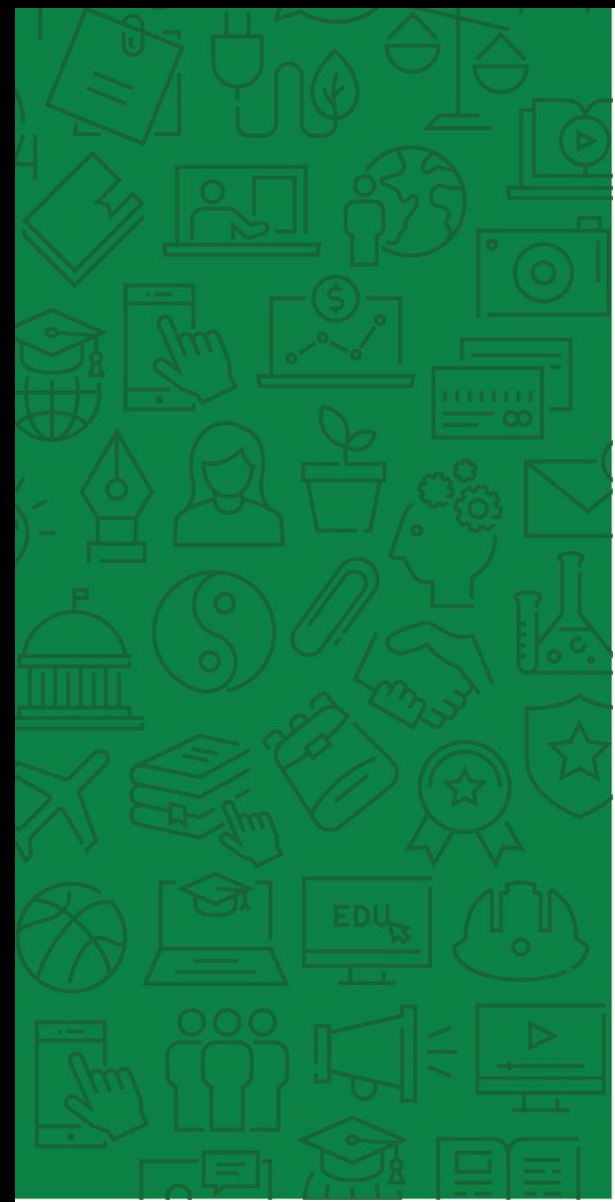
- Legislative audit for selected academic programs
- Defend Liberal Arts programs to the Legislature
- Utah Board of Higher Education detailed financials for **ALL** programs at every state institution
- February 2025 – Utah HB 265 for “Strategic reinvestment” of instructional funds from under-performing programs to high-demand programs

10% instructional funding cut over 3 years

What We Did



UVU



Identified Underperforming Courses

We focused on free electives not required by any program

Matched Gray DI Economics section-level data with CourseLeaf curriculum data for courses



\$2 M in Identified Reinvestment Funds

Current College	Current Department	Course Co	Contribu	Capacity	Student	SCH	Average of Fill R	Average of FT Faculty % of Sectio	Average	Average	GE Cour	Full-Tim	Adjunct
College of Science			(\$18,967)	588	130	189	22.31%	97.56%	0%	1.83%	No	\$64,506	\$0
College of Science			(\$10,111)	211	47	78	26.79%	94.12%	0%	2.94%	No	\$26,287	\$0
Coll Humanities and Social Sci			(\$8,387)	1255	86	258	7.27%	100.00%	0%	0.81%	Yes	\$81,673	\$0
Smith College of Engineering and Technology			(\$7,094)	972	76	76	7.56%	95.00%	0%	9.65%	No	\$19,867	\$0
School of the Arts			(\$6,414)	1717	179	199	11.22%	12.82%	88%	4.81%	No	\$22,332	\$64,870
School of the Arts			(\$5,512)	420	18	23	3.79%	100.00%	0%	7.14%	No	\$12,774	\$0
College of Science			(\$5,236)	70	19	30	43.94%	88.89%	6%	19.44%	No	\$9,140	\$107
College of Science			(\$5,077)	135	18	42	13.03%	100.00%	0%	0.00%	No	\$29,069	\$0
Academic Affairs			(\$4,945)	1305	48	144	3.67%	100.00%	0%	13.97%	No	\$36,744	\$0
School of the Arts			(\$4,918)	1620	63	63	3.86%	100.00%	0%	4.71%	No	\$24,019	\$0
School of the Arts			(\$4,903)	560	40	69	6.73%	100.00%	0%	3.67%	No	\$32,021	\$0
Smith College of Engineering and Technology			(\$4,844)	872	82	164	9.71%	12.24%	88%	2.04%	No	\$10,521	\$31,147
School of the Arts			(\$3,995)	376	38	38	10.06%	100.00%	0%	0.00%	No	\$16,193	\$0
School of the Arts			(\$3,875)	2415	103	103	4.25%	100.00%	0%	1.49%	No	\$25,543	\$0
College of Science			(\$3,582)	633	108	108	17.10%	40.43%	60%	2.67%	No	\$14,586	\$13,412
Academic Affairs			(\$3,406)	82	8	24	11.23%	100.00%	0%	0.00%	No	\$12,766	\$0
School of the Arts			(\$3,151)	43	22	51	61.32%	100.00%	0%	0.00%	No	\$14,863	\$0
Smith College of Engineering and Technology			(\$2,889)	470	43	43	9.25%	56.52%	43%	15.40%	No	\$11,683	\$3,780
College of Science			(\$2,872)	540	13	39	2.38%	100.00%	0%	0.00%	No	\$13,546	\$0
Coll Humanities and Social Sci			(\$2,860)	56	23	87	56.03%	100.00%	0%	0.00%	No	\$26,098	\$0
Coll Health and Public Service			(\$2,856)	240	9	9	3.73%	100.00%	0%	0.00%	No	\$4,310	\$0
School of the Arts			(\$2,823)	212	28	87	17.70%	100.00%	0%	0.00%	No	\$27,700	\$0
School of the Arts			(\$2,677)	91	13	15	13.88%	100.00%	0%	0.00%	No	\$6,303	\$0
Sch of Education			(\$2,665)	48	6	6	12.50%	100.00%	0%	16.67%	No	\$3,630	\$0
School of the Arts			(\$2,598)	1171	67	67	5.96%	46.94%	53%	0.00%	No	\$12,379	\$7,557
School of the Arts			(\$2,528)	155	28	28	18.16%	0.00%	100%	13.33%	No	\$0	\$18,866
College of Science			(\$2,320)	1886	73	82	4.86%	0.00%	71%	1.79%	No	\$0	\$8,406
College of Science			(\$2,313)	64	12	20	18.42%	88.89%	0%	0.00%	No	\$5,415	\$0
Smith College of Engineering and Technology			(\$2,292)	60	29	87	60.89%	100.00%	0%	5.00%	No	\$37,230	\$0
Coll Health and Public Service			(\$2,280)	49	9	23	35.55%	100.00%	0%	0.00%	No	\$15,193	\$0



Identified Underperforming Programs

18 Programs Identified

\$1.2M in reinvestment funds

Some of the programs were transferred to our local technical college

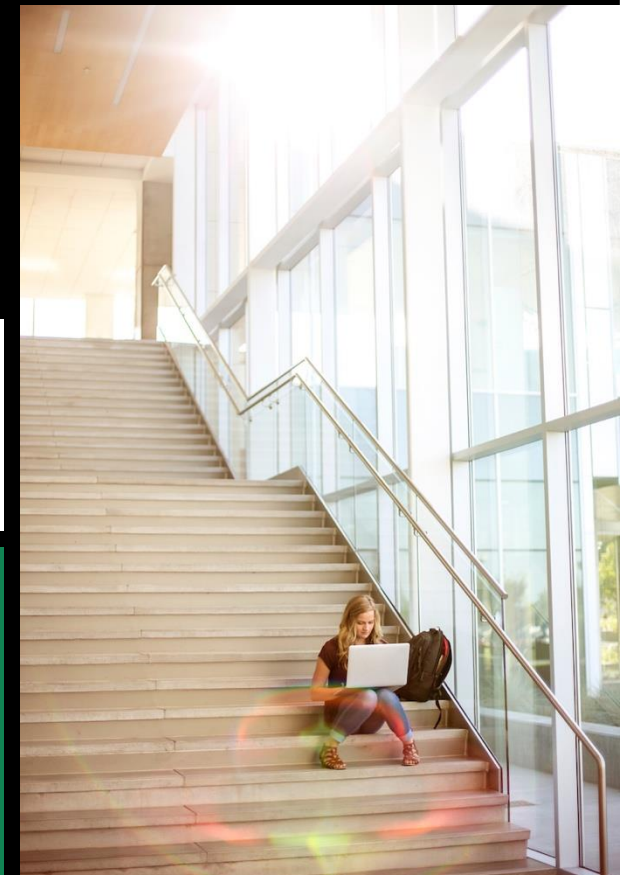


GrayDI

- Economics
 - *Identify underperforming areas and growth areas*
 - *Track multi-year trends*
 - *Got the University on the same page for Financials*
- Markets
 - *Identify new programs that have a high chance of success*
 - *Identify Programs in decline*
- Academic Management Dashboard
 - *Meaningful annual program reviews*
- Alumni
 - *Help us justify keeping all of our liberal arts programs based on employment data*
- Industry
 - *Allowed us to identify employment trends for new programs*

Incidental Benefit

- The Gray DI Economic rollout process helped us identify unhygienic, undocumented, mis mapped and unmapped data
- Saved me from having to do this manually in Excel, which realized a \$200k staff cost savings.



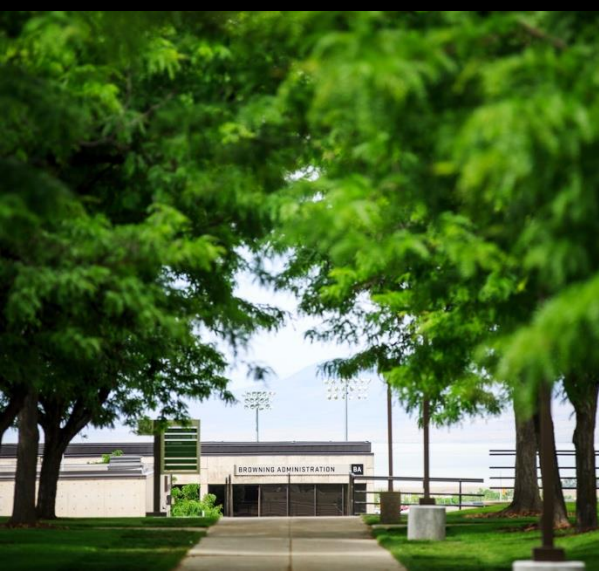
Thank You!

Quinn Koller

Utah Valley University

quinn.koller@uvu.edu

(801)863-8226



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Summary

- In January, Google searches for academic programs rose 18% year-over-year.
 - Phlebotomy searches grew by 246,040 year-over-year.
 - Average cost-per-click rose 1% year-over-year.
- Fall 2024 new student enrollment in certificate programs is up 4% year-over-year.
 - Associate new enrollment is up 3%.
- In Fall 2024, Electrician and Allied Health had the highest new enrollment growth year-over-year.
- Associate in Mathematics grads go into 742 occupations; most are not directly related to their major.
- In January, Registered Nurses had the highest job postings growth year-over-year.
- There is a high demand for skills in Microsoft Office and healthcare.

Gray Decision Intelligence Resources

Coming in March – Master Class Series

Date	Topic
Tues., March 4	Foundations of Academic Program Evaluation
Tues., March 11	Fiscal Fitness to Fund Growth
Tues., March 18	Market Demand: The Key to Program Growth and Relevance
Tues., March 25	Managing and Sustaining Program Evaluation
Tues., April 1	Embracing Innovation: The Future of Program Evaluation

Register here:

<https://www.graydi.us/2025-master-class-series>

Coming in February – Monthly Webinars

Topic	Date
Demand Trends Webcast: Community Colleges	Wednesday March 26 at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	Thursday March 27 at 2 PM ET

