



Demand for Higher – Education Programs

February 27th, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

Summary

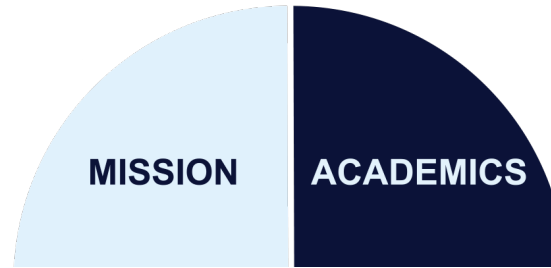


An academic Program Evaluation System enables growth and sustainable financials.



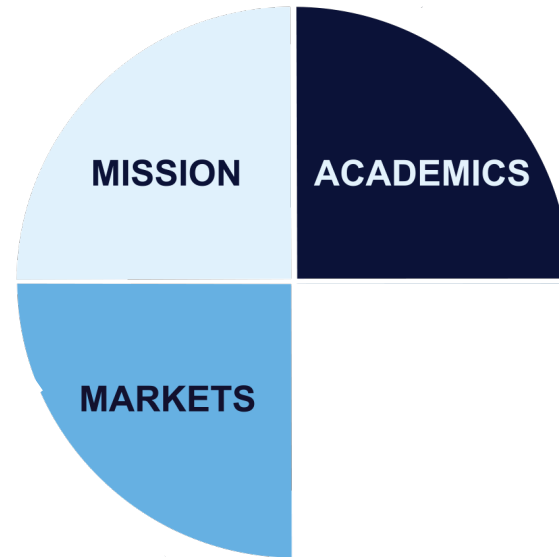


An academic Program Evaluation System enables growth and sustainable financials.





An academic Program Evaluation System enables growth and sustainable financials.



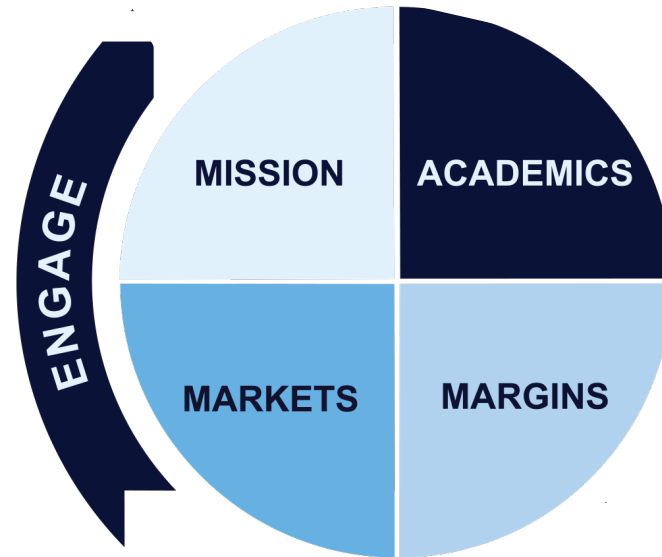


An academic Program Evaluation System enables growth and sustainable financials.



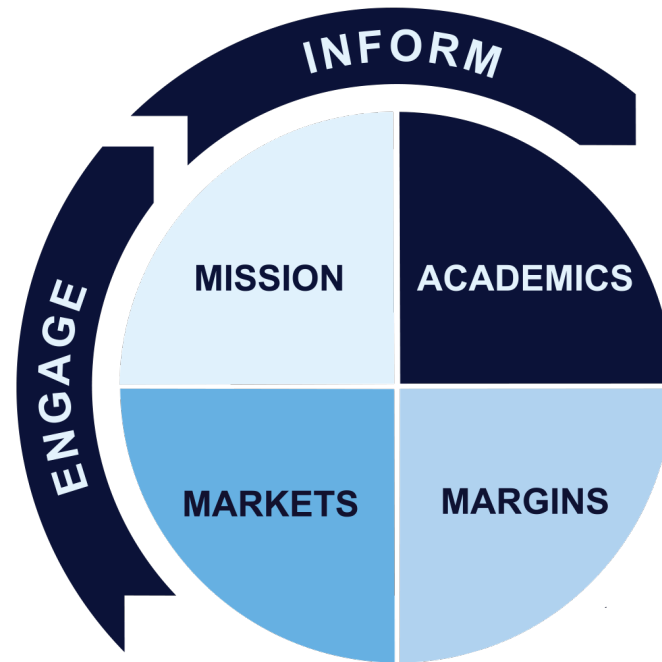


An academic Program Evaluation System enables growth and sustainable financials.



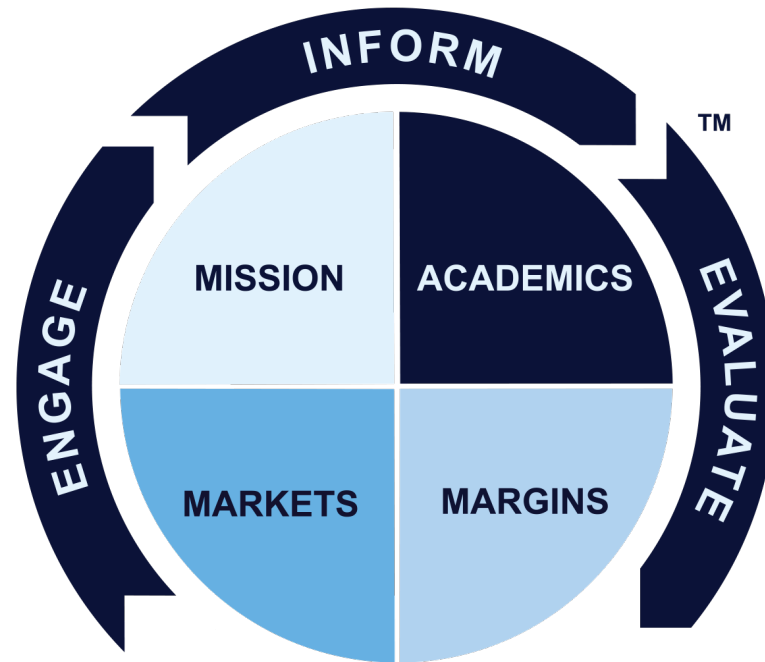


An academic Program Evaluation System enables growth and sustainable financials.





An academic Program Evaluation System enables growth and sustainable financials.





An academic Program Evaluation System enables growth and sustainable financials.



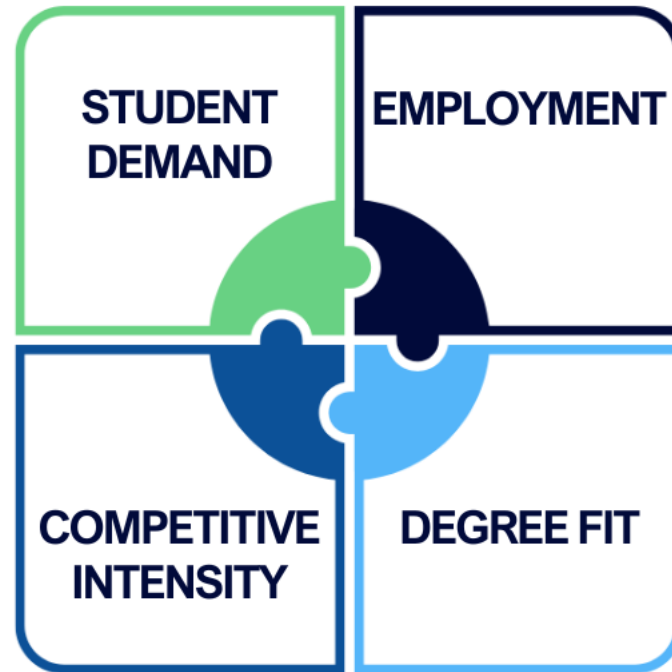


Program Evaluation Systems and AI





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

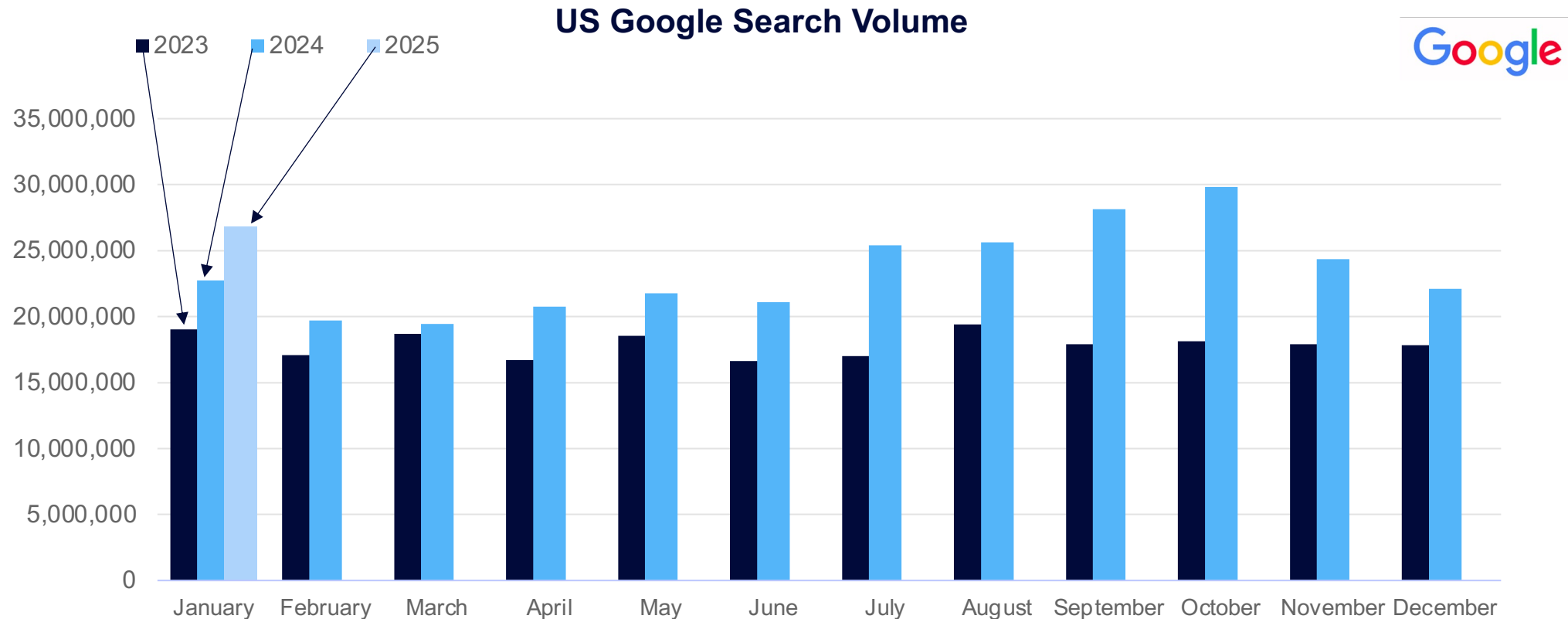
Economics Case Study: Utah Valley University

Summary



Google Search Trends: Programs

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

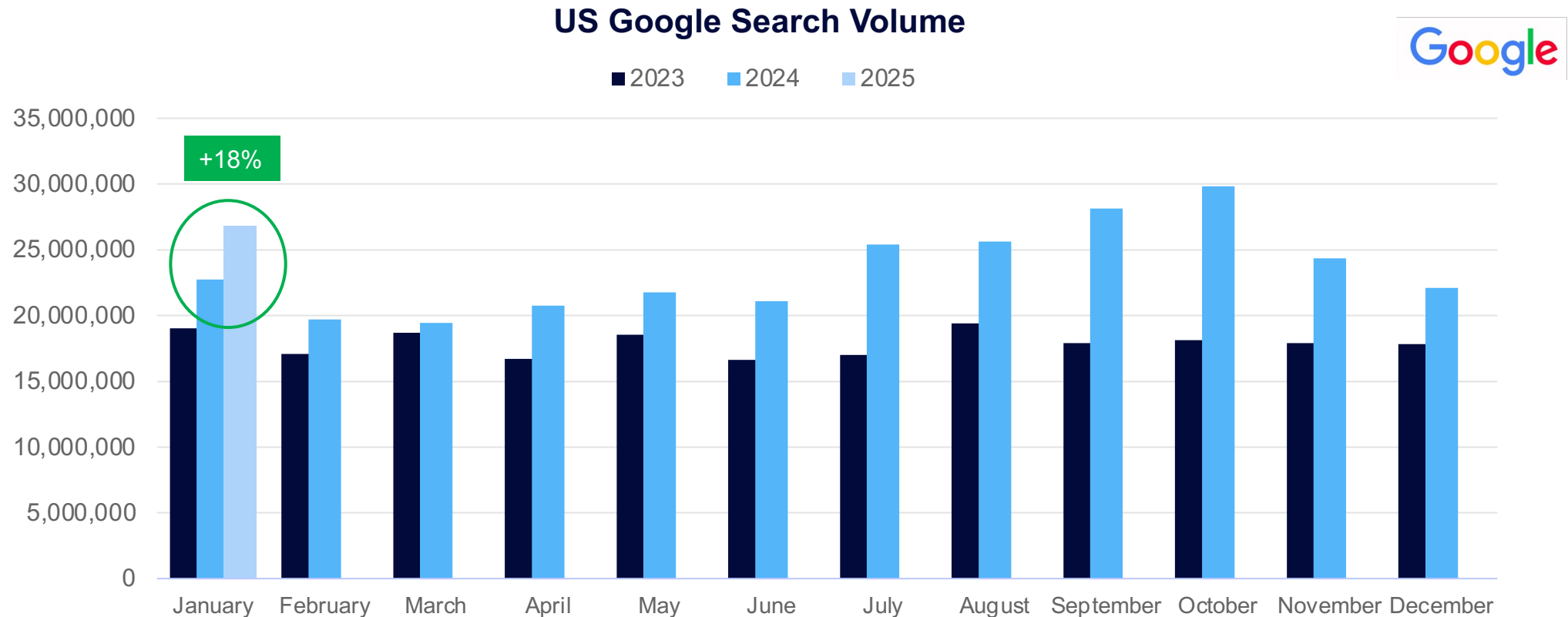


Source: PES Keyword Search Dashboard



Google Search Trends: Programs

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

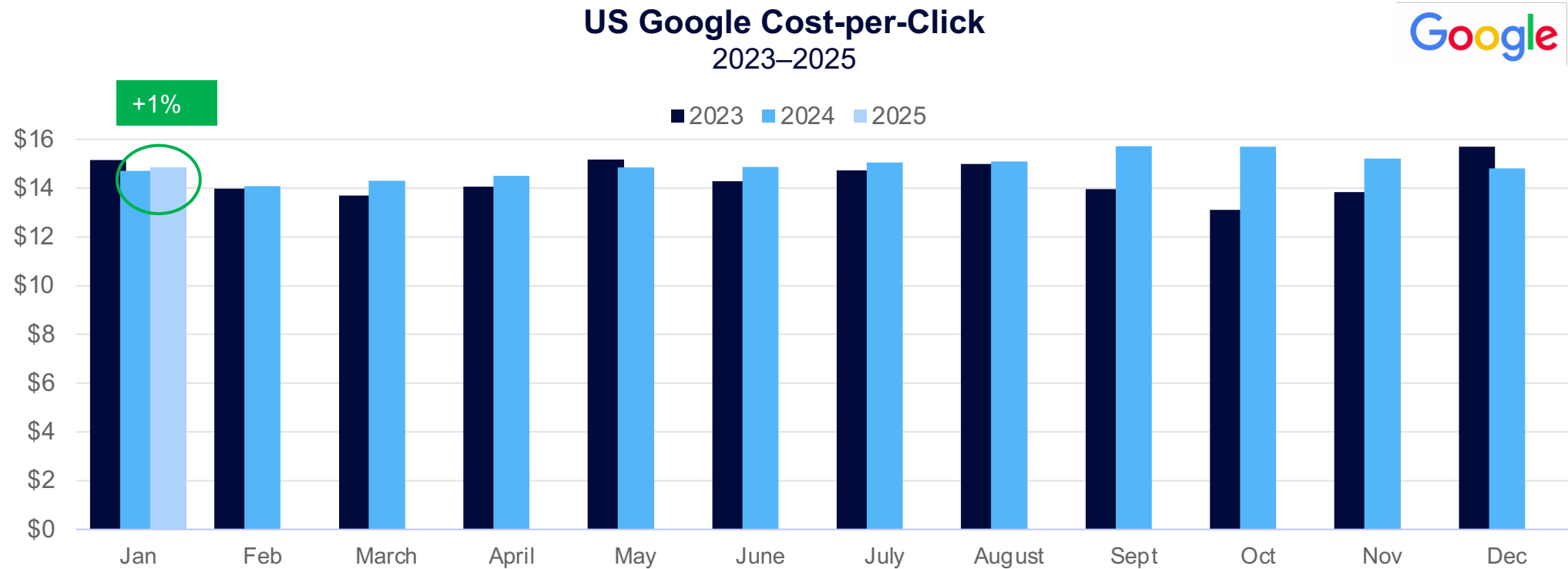


Source: PES Keyword Search Dashboard



Google Search Trends: Cost-per-Click

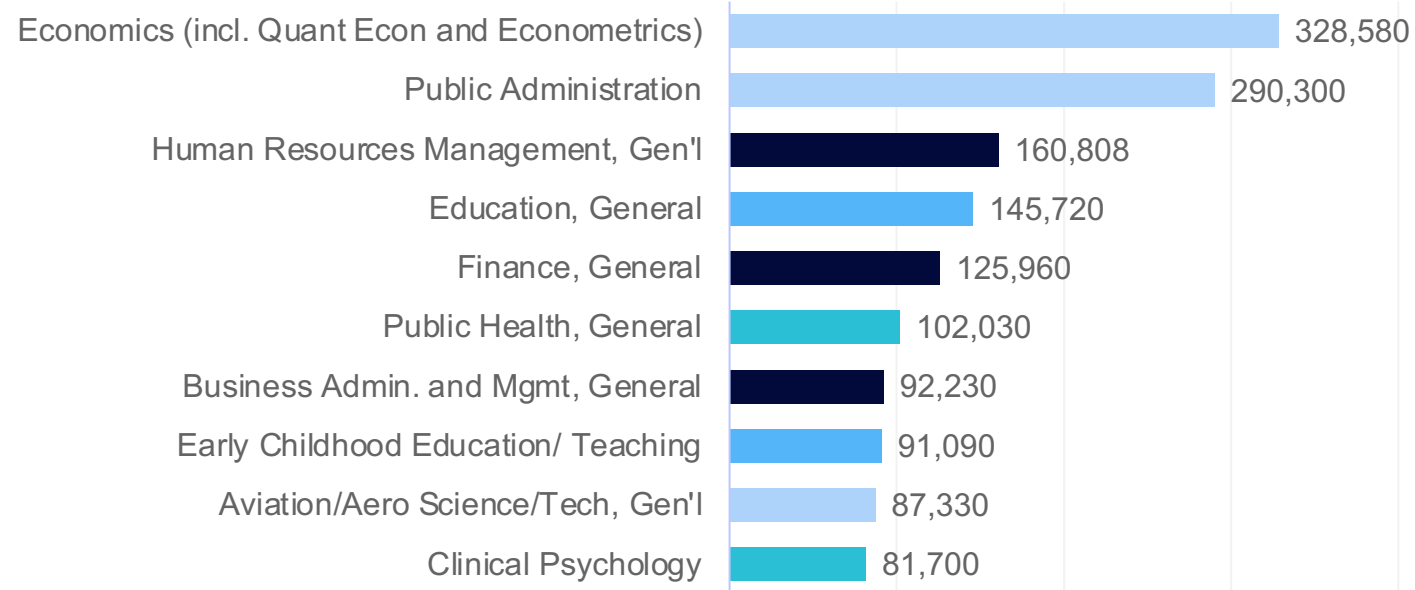
In January 2025, the average Google cost-per-click grew 1% year-over-year.



Google: Programs with Fastest-Growing US Search Volumes

In January, searches for Economics programs grew by 328,580 year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
January 2025 YoY



Business	3
Health	2
Education	2
Other	3

Agenda

What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

Economics Case Study: Utah Valley University

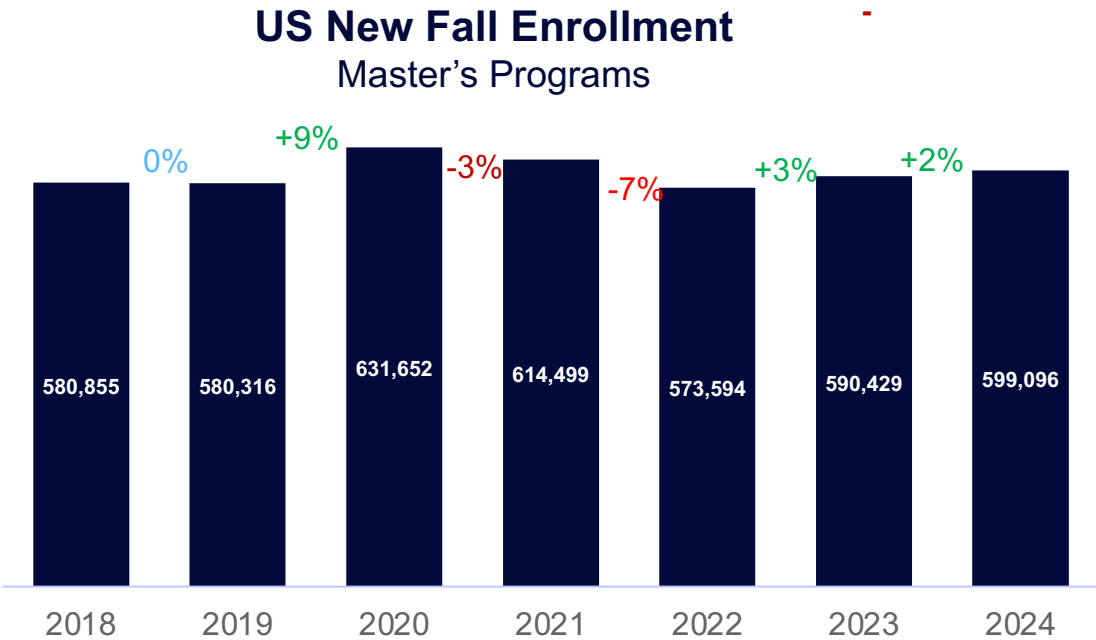
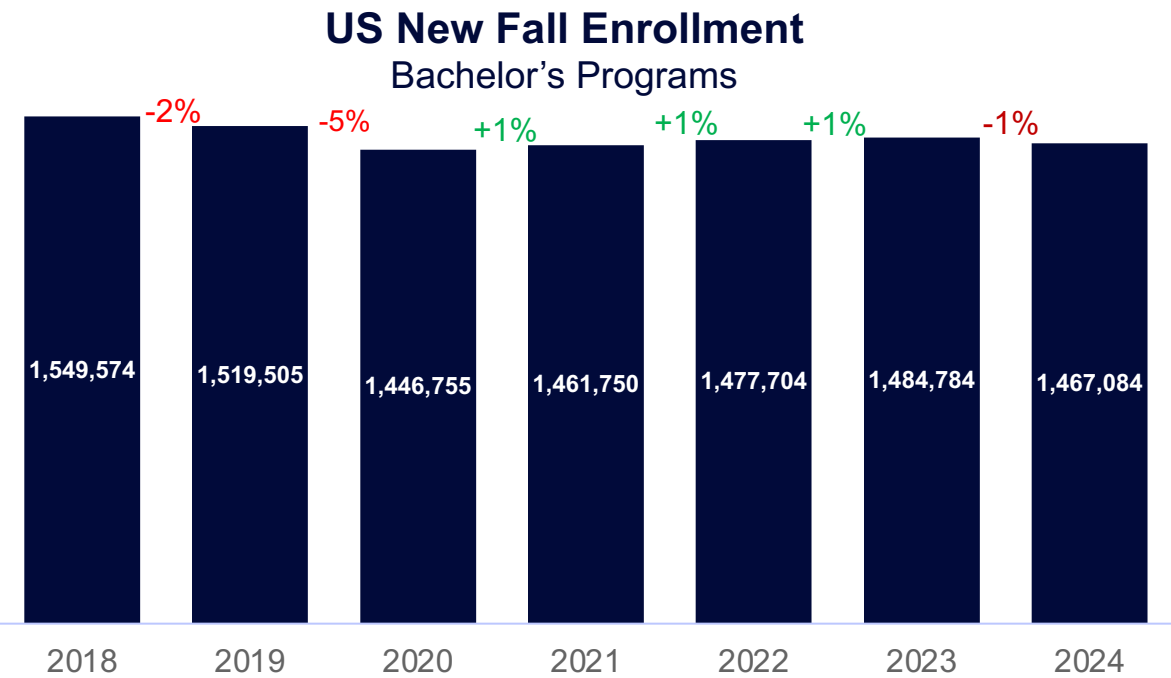
Summary



Fall New Enrollment

In Fall 2024, US student enrollment fell 1% for bachelor's degrees.

- Master's level grew 2%.



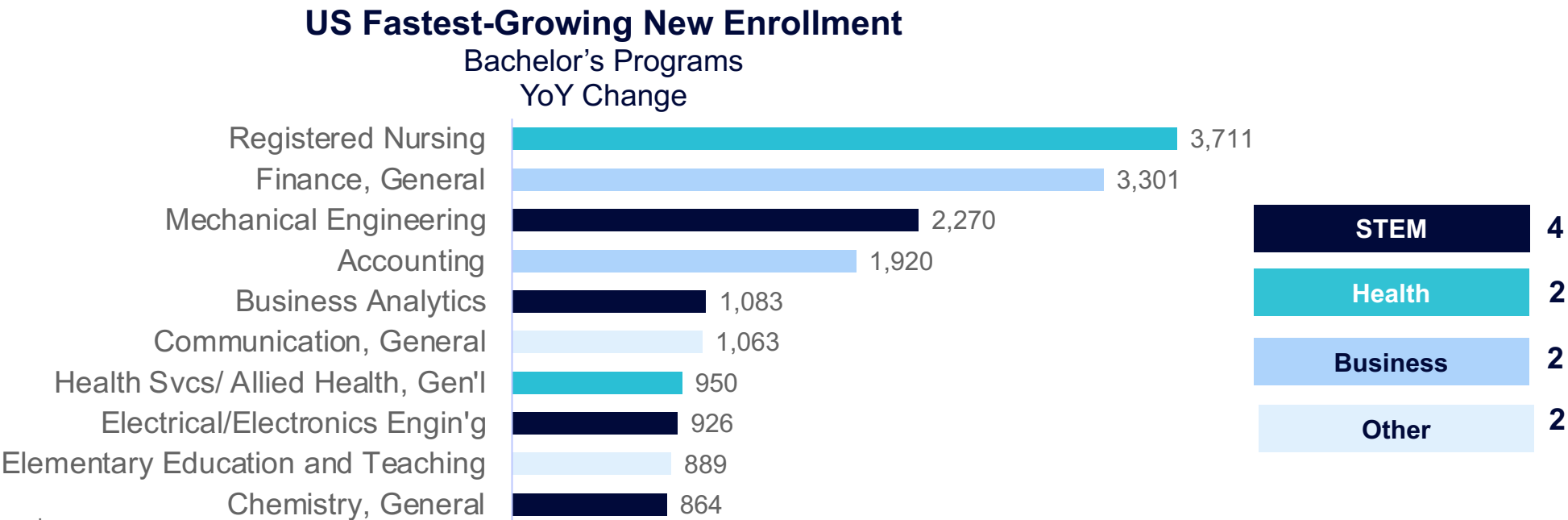
Source: PES Program Enrollment Dashboard



Bachelor's: Fall 2024 Year-over-Year Change

In Fall 2024, Registered Nursing added over 3,700 new students.

- Tech staples were absent in this Fall's fastest-growing programs.
 - Computer Science was down by 5704 new enrollees.
 - Cybersecurity added 588 new students.

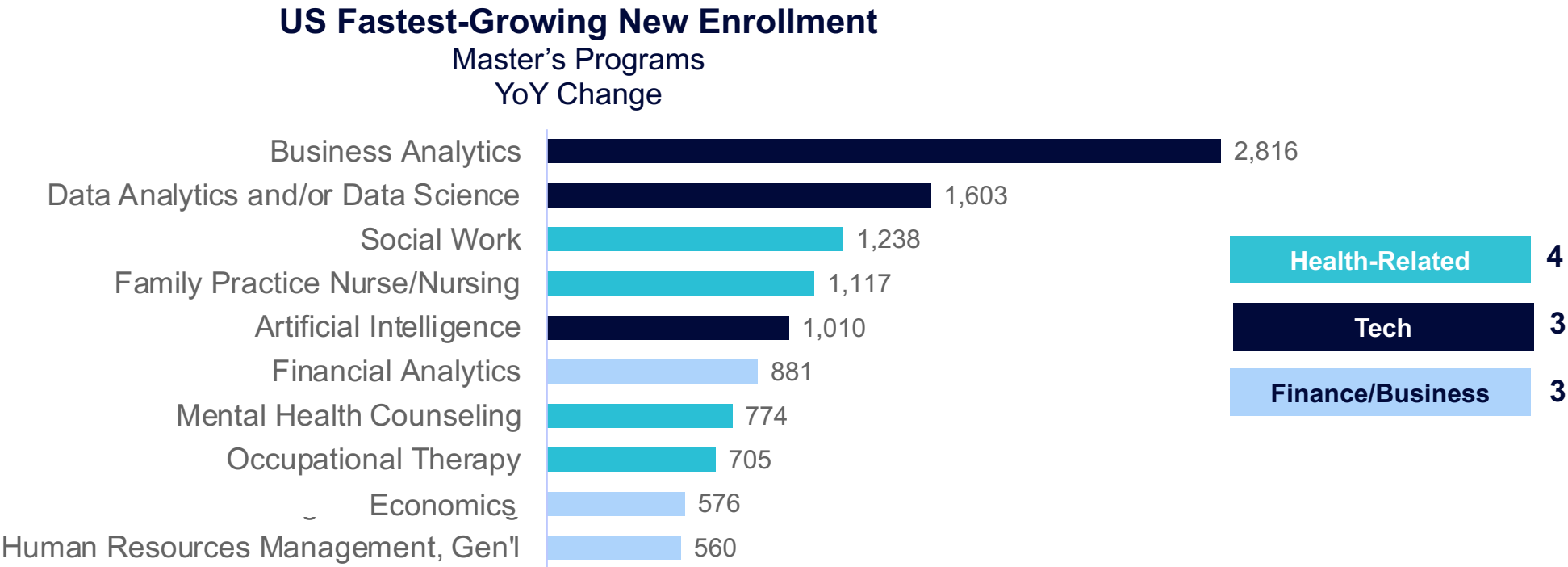


Source: PES Program Enrollment Dashboard



Master's: Fall 2024 Year-over-Year Change

Fall 2024 was the first time Artificial Intelligence made the 10 fastest-growing list.



Source: PES Program Enrollment Dashboard

Agenda

What is a Program Evaluation System?

Student Demand: Coursera

Employment: Current Indicators

Economics Case Study: Utah Valley University

Summary

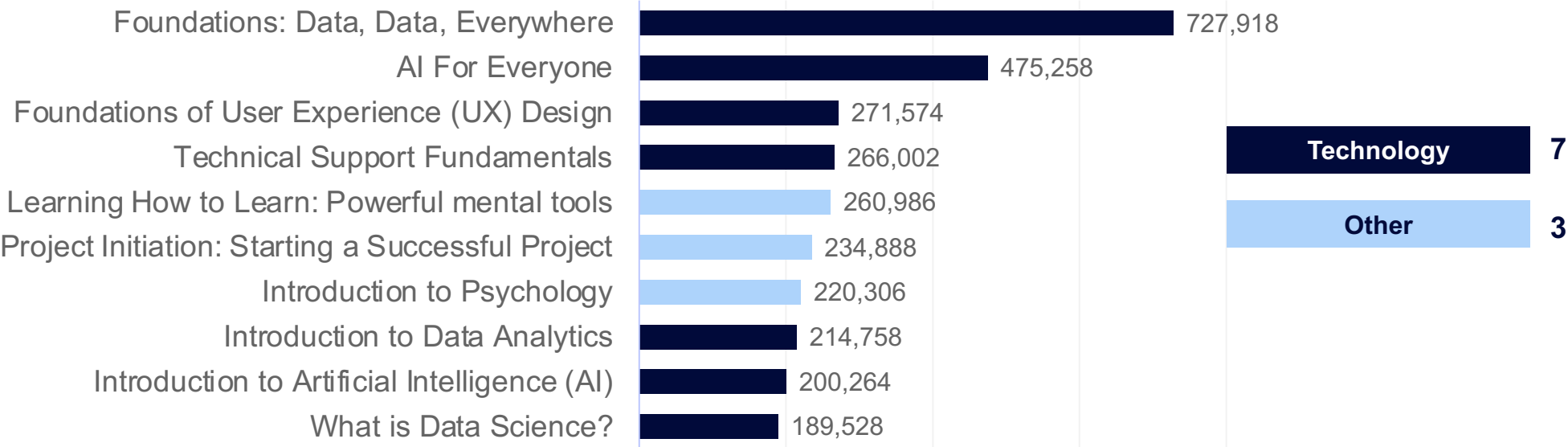


Non-Degree Demand: Coursera

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.

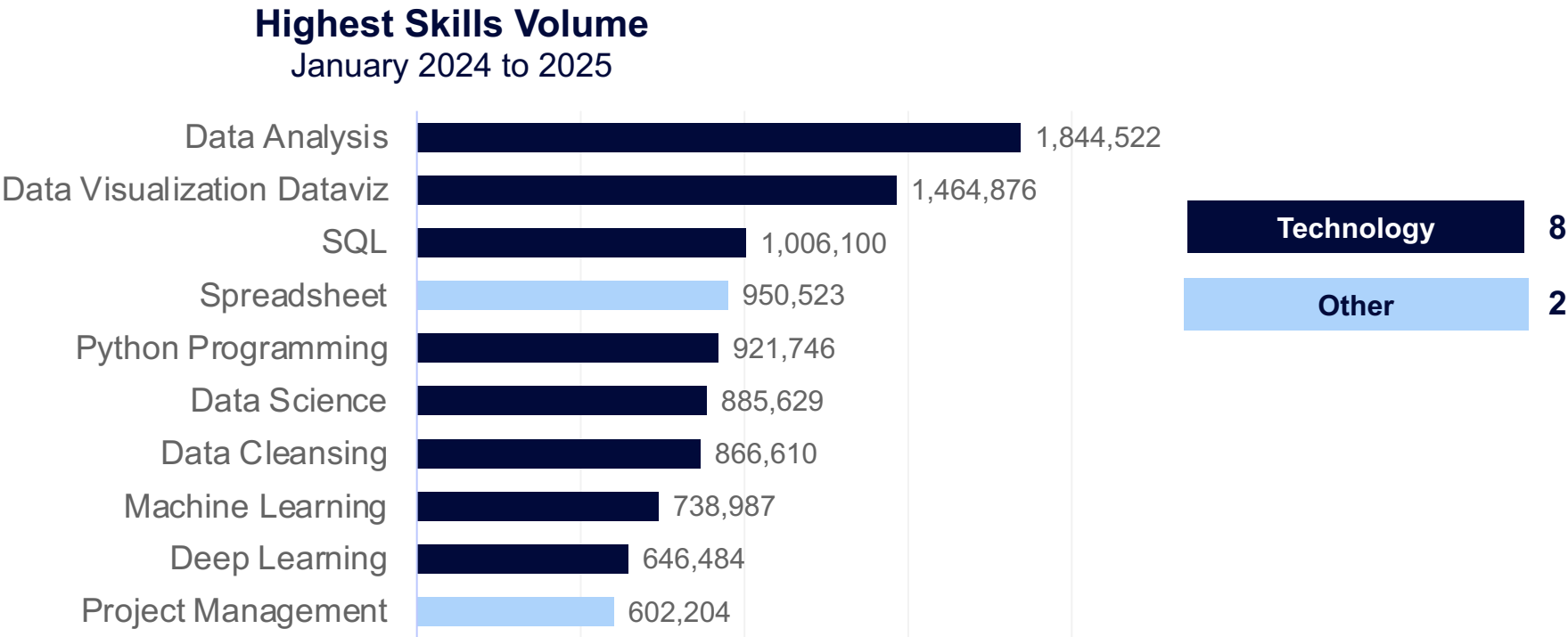
Highest Enrollment Volume
January 2024–January 2025





Non-Degree Demand: Most Skills Taught on Coursera.

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



Source: PES Non-Degree Dashboard, Coursera

*Project Management and Spreadsheet could be related to the tech industry

Agenda

What is a Program Evaluation System?

Student Demand: International Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

Summary

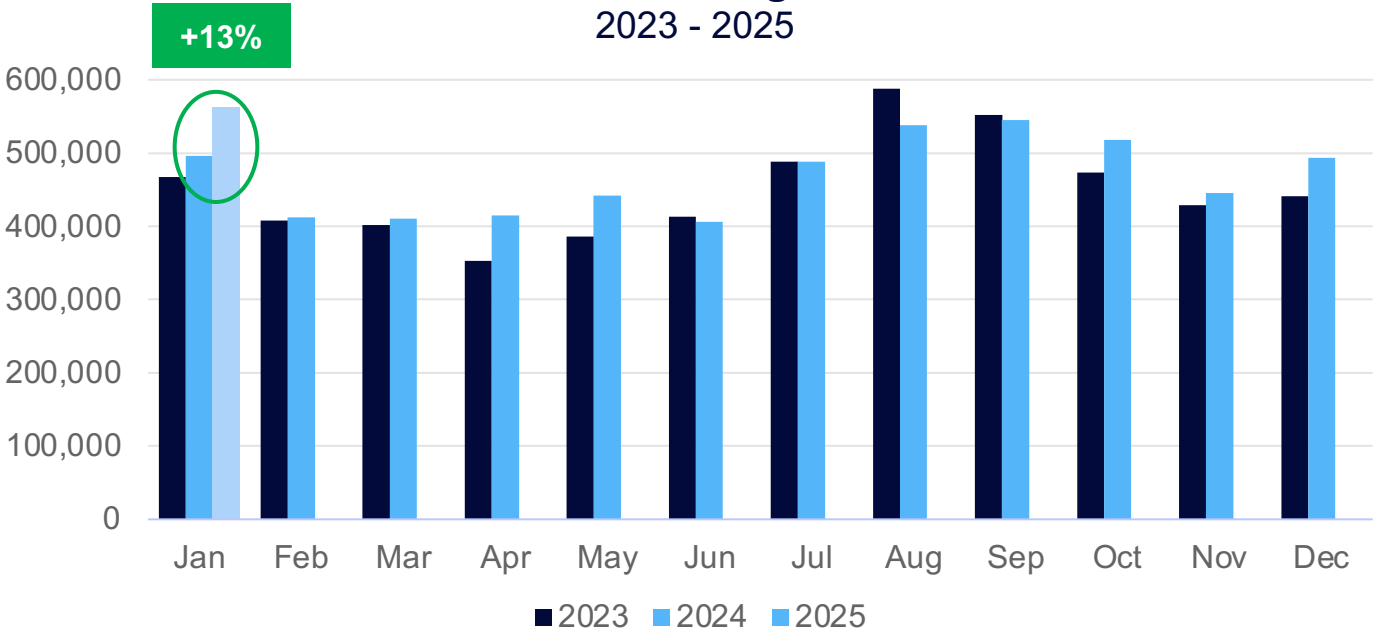


International Student Demand

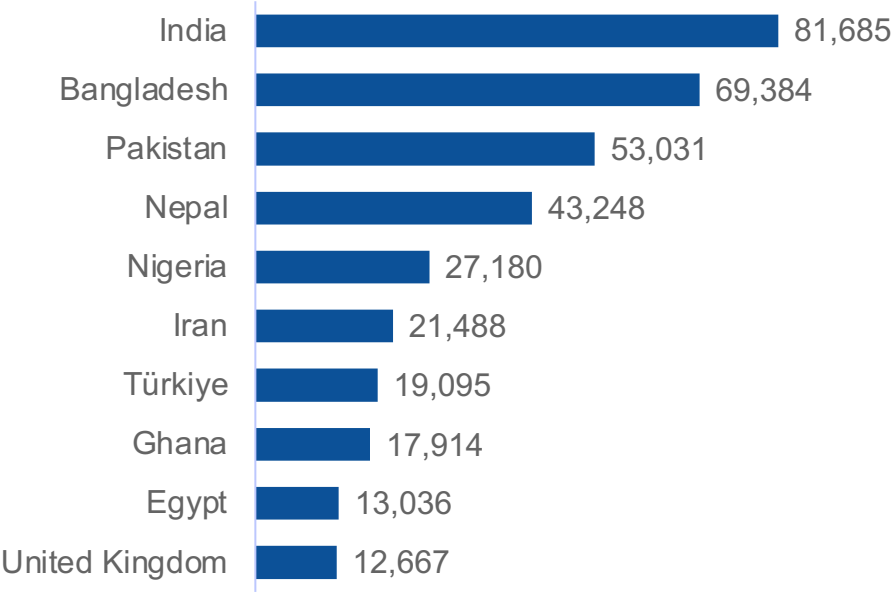
In January 2025, international student interest in US programs rose 13% year-over-year.

India had the highest volume of page views.

International Page Views
2023 - 2025



Highest Page Views, Origin Countries
January 2025



Source: PES International Student Demand Dashboard (excludes China)

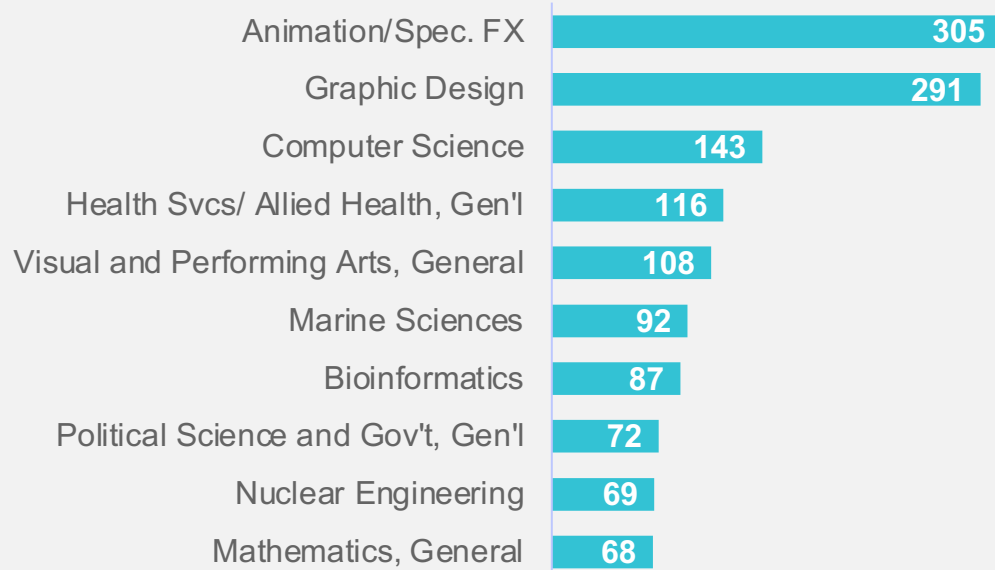


International Page Views: January Fastest-Growing Programs

The fastest-growing bachelor's program year-over-year was Animation/Graphics/Spec.FX.

10 Fastest-Growing Bachelor's Programs

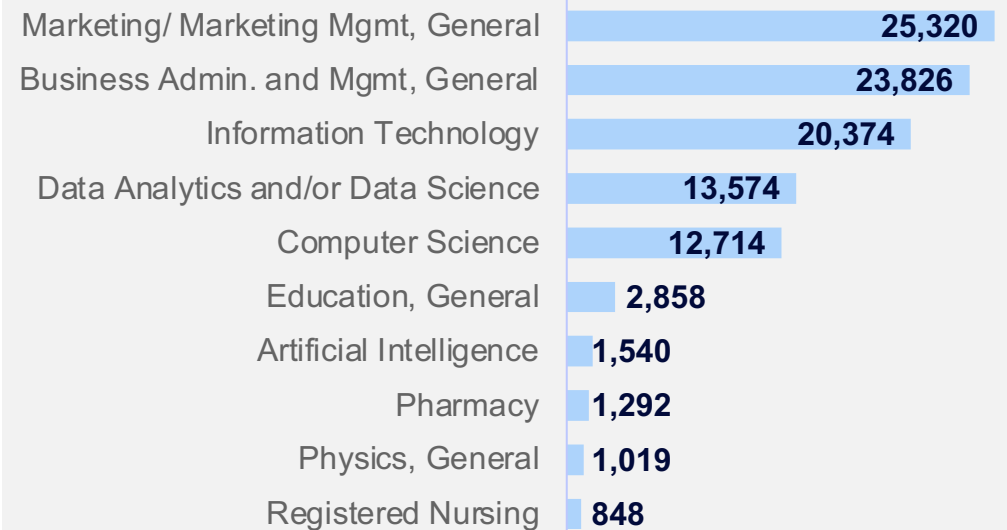
January 2025 Change



Marketing was the fastest-growing program at the master's level.

10 Fastest-Growing Graduate Programs

January 2025 Change



Agenda

What is a Program Evaluation System?

Student Demand: International Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

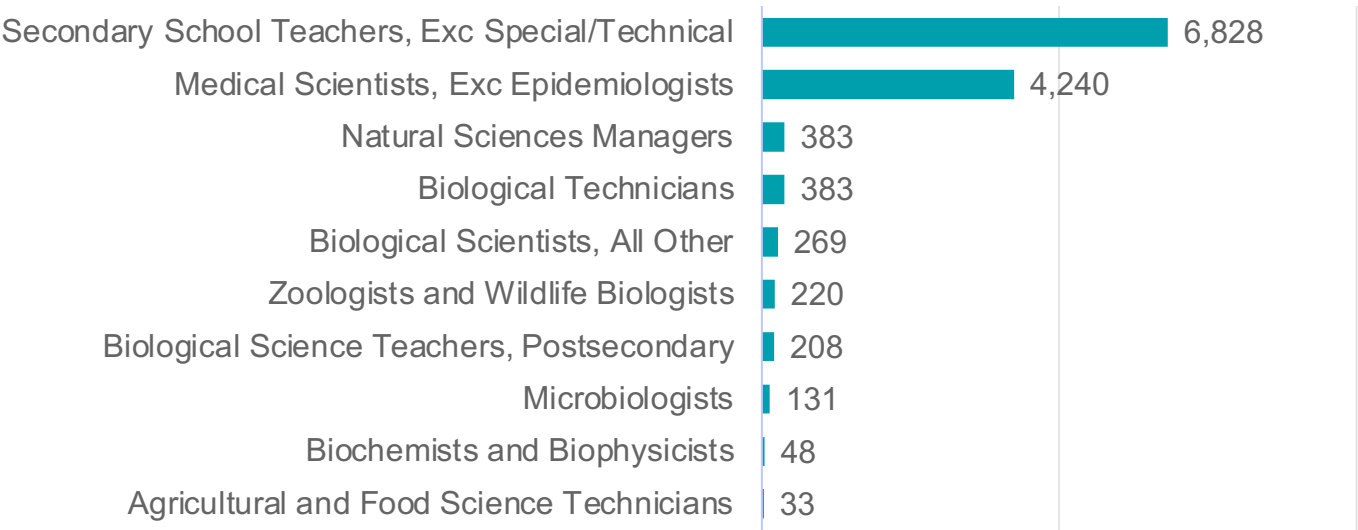
Summary



Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Biology grads are prepared for 10 occupations.

Direct Prep Job Postings, Biology
January 2025

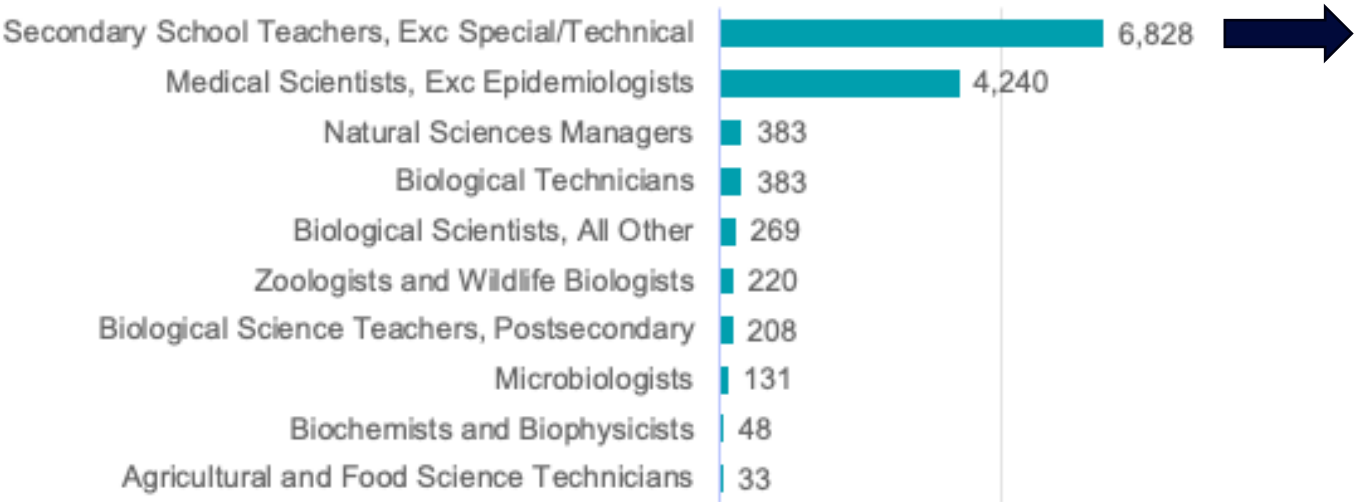


Source: Gray DI's Job Postings Dashboard – Direct Prep

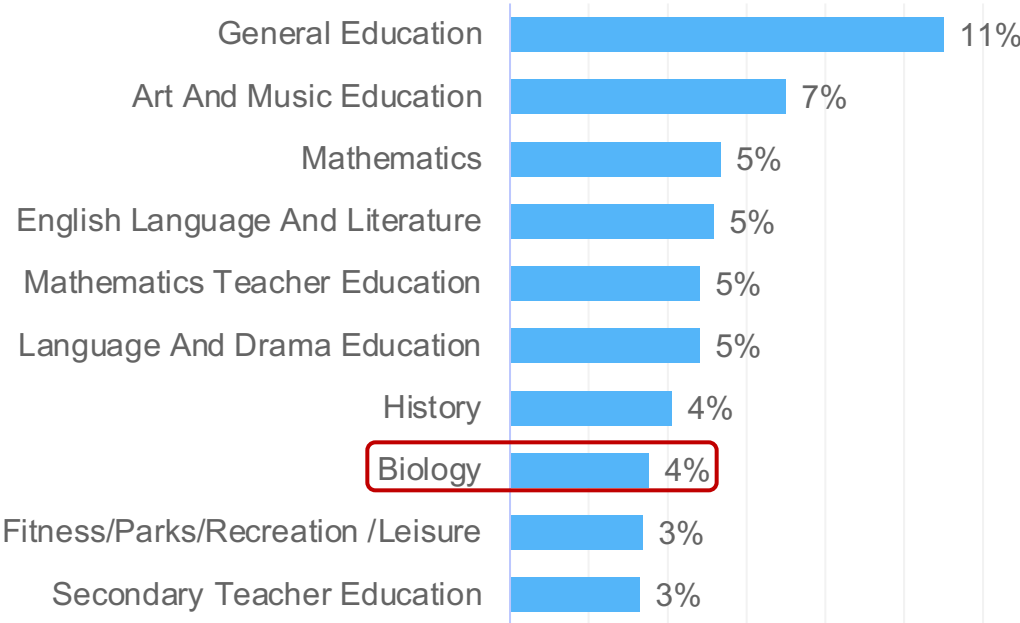


4% of Secondary School Teachers were Biology majors.

Direct Prep Job Postings, Biology
January 2025



Top 10 Field of Degrees:
Secondary School Teachers

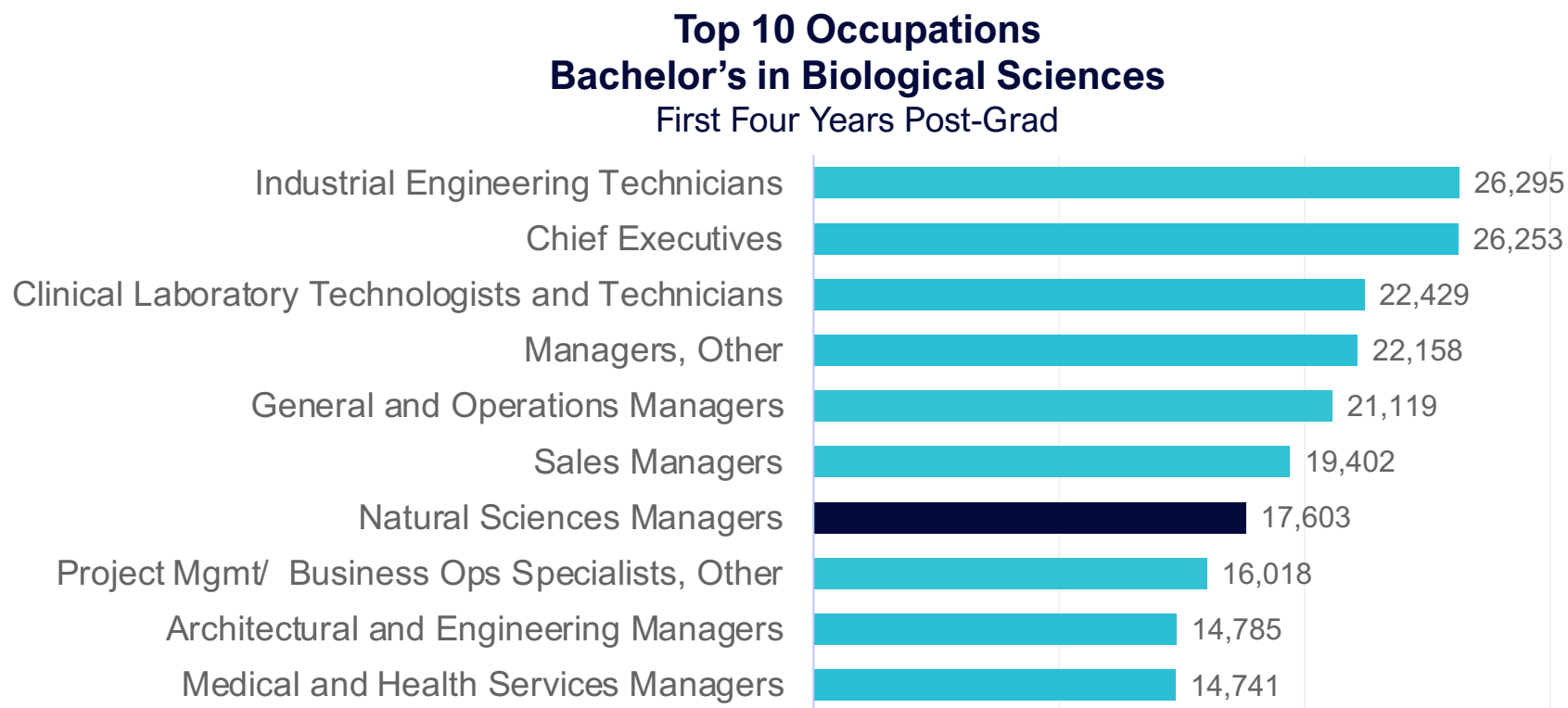


Source: Gray DI's Job Postings Dashboard – Direct Prep and US Census American Community Survey



Data on more than 541,000 graduates with a Bachelor's in Biology shows 780 occupations.

Of the top 10 occupations they go into, only one appears in the direct prep crosswalks.*



Direct Prep List

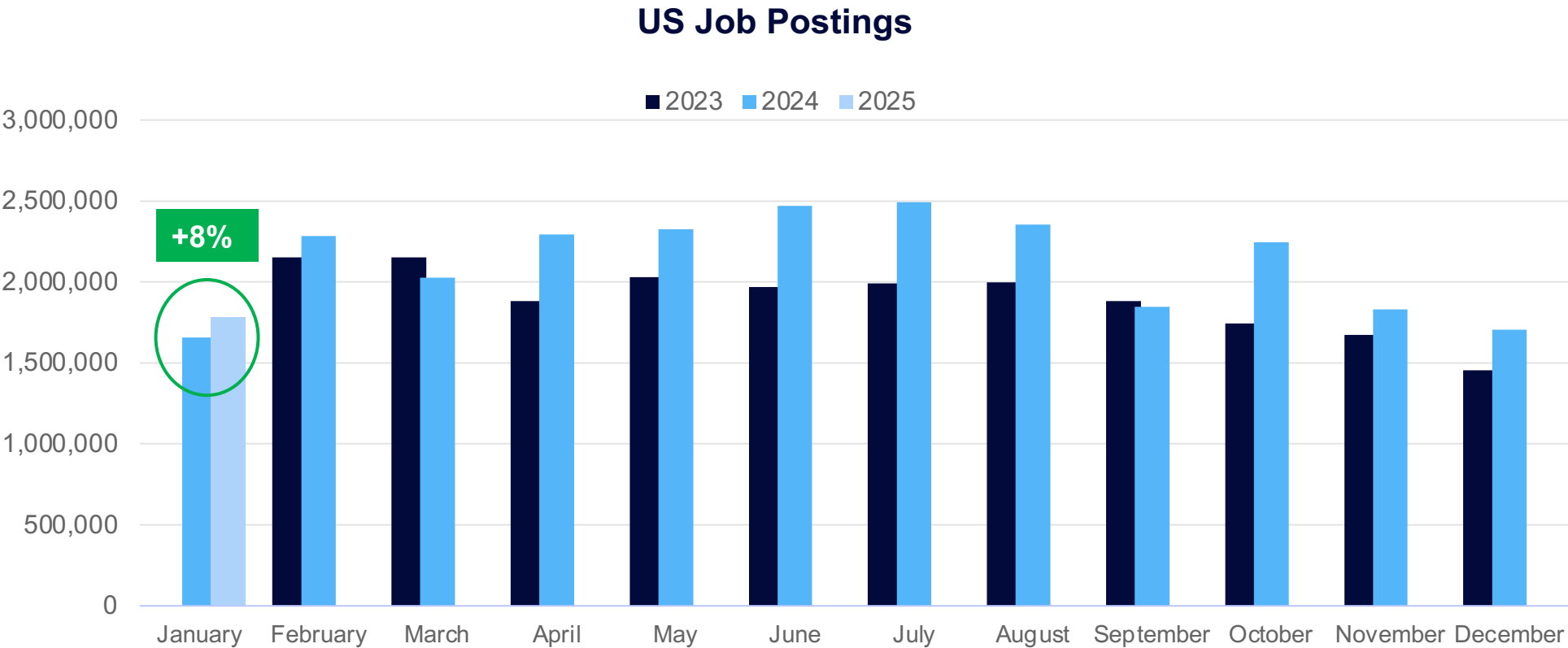
1

*These individuals have no graduate degree.



US Job Postings Trends

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

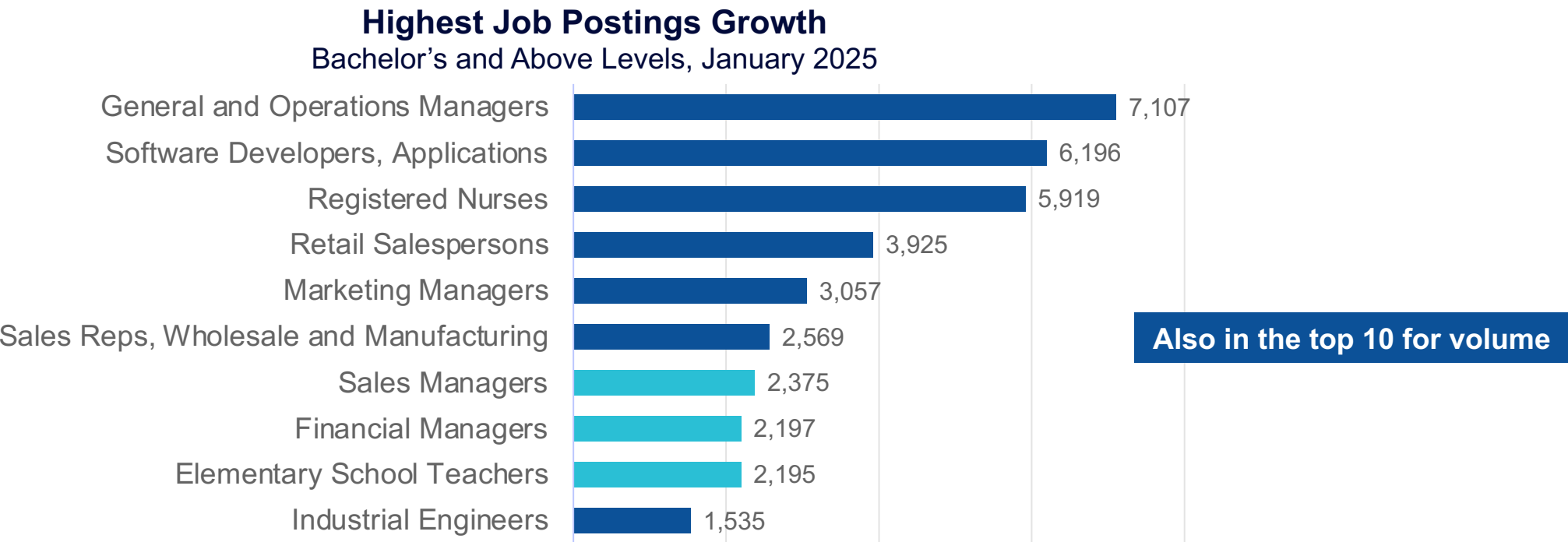


Source: PES Job Postings Dashboard



Fastest-Growing Job Postings Year-over-Year

In January, General and Operations Managers grew by 7,107 postings year-over-year.



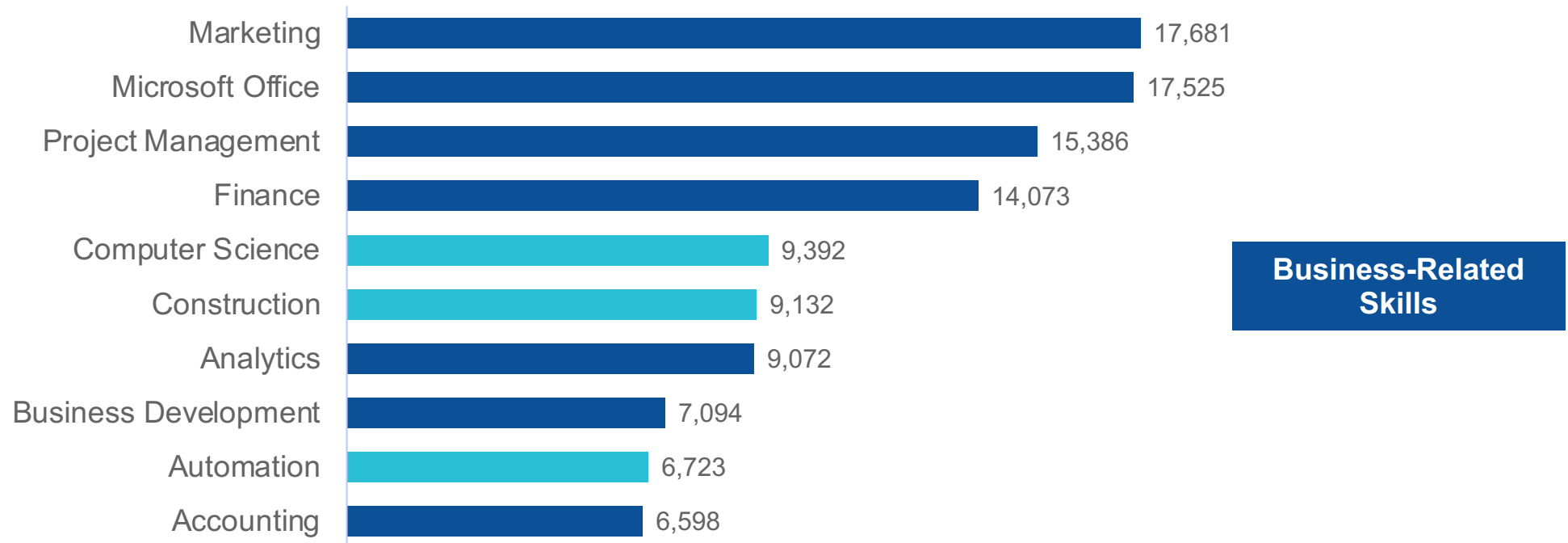
Source: PES Job Postings Dashboard



Which skills are growing in demand in the US?

Six of the 10 fastest-growing skills in demand were related to business.

Fastest-Growing Skills Volume, Bachelor's and Above
Listed in Job Postings, January, 2025



Source: PES Job Postings Dashboard

Agenda

What is a Program Evaluation System?

Student Demand: International Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

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

UVU



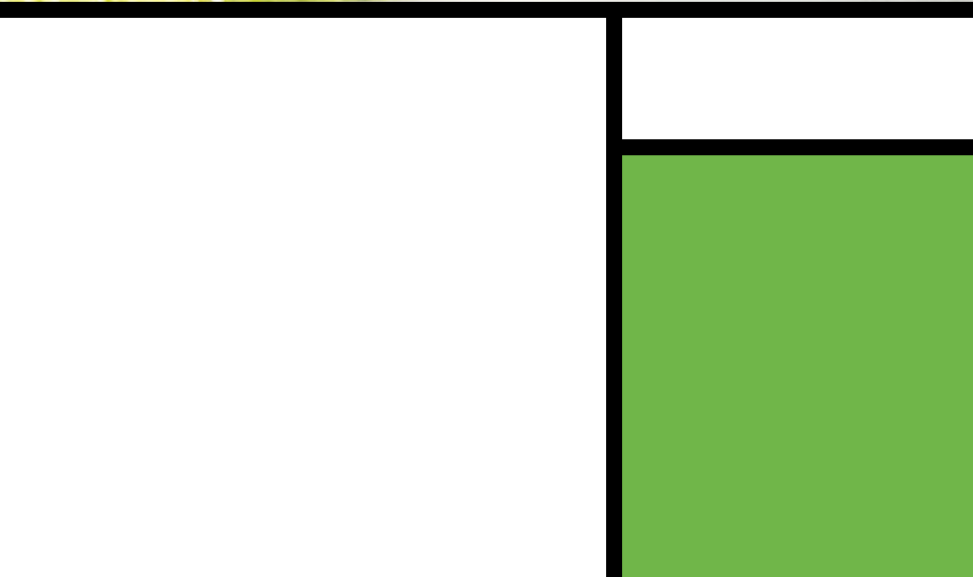
ABOUT US

- UVU is a comprehensive regional master's granting institution in Orem, UT
- With over 46,809 students, it is Utah's largest university.
- #1 in Utah for best net price (Georgetown University CEW, 2023)
- #2 in Utah for social mobility (The Wall Street Journal, 2024)
- 25:1 student-to-faculty ratio ensures personalized education

Academic Program Portfolio

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





What Got Us Here



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



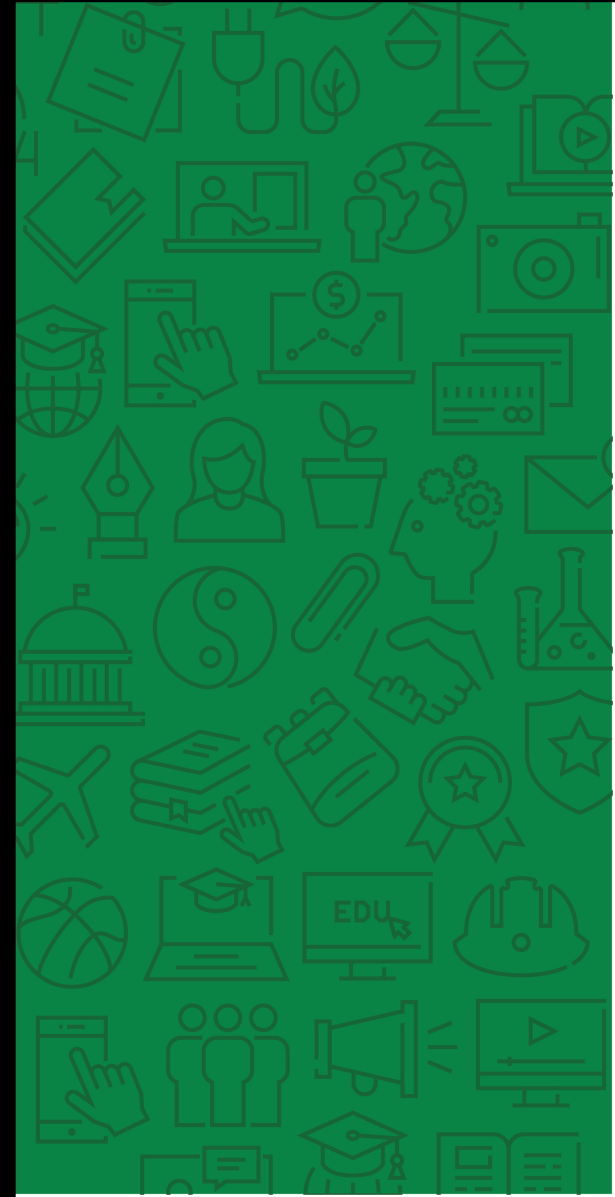
*“Strategic
Reinvestment”*

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



GVU™



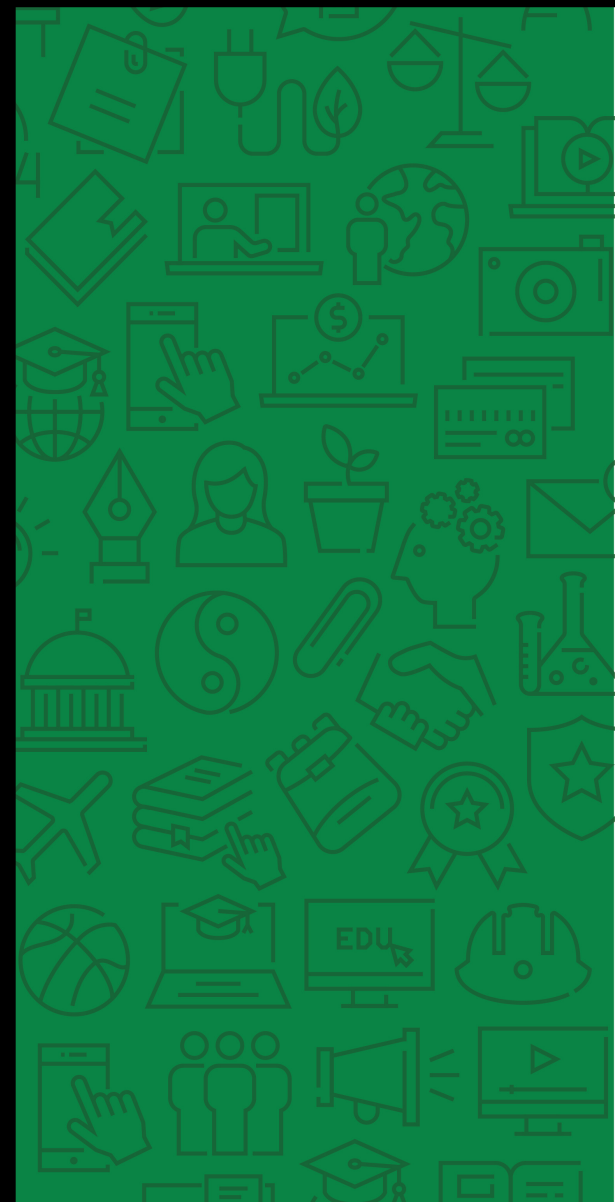
Nomenclature Adjustment

Stopped cost accounting by Full Time Equivalent because there are too many ways to calculate it (not to mention state formulas)

All discussions now are about **Student Credit Hours (SCH)** and **Contribution Margins**

“FTE hides a multitude of sins”

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



Some of the programs were transferred to our local technical college



**What Gray DI
has allowed
us to do**





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*

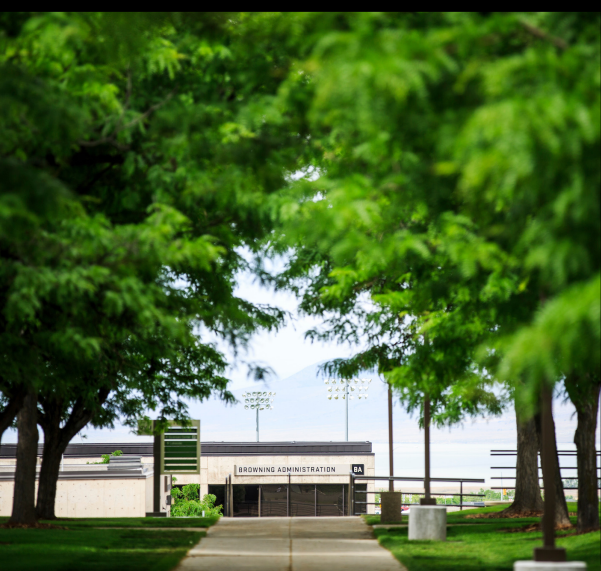
Incidental Benefit

- 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



Agenda

What is a Program Evaluation System?

Student Demand: International Demand

Employment: Current Indicators

Economics Case Study: Utah Valley University

Summary



Summary

- In January, Google searches for academic programs rose 18% year-over-year.
 - Economics (including Econometrics) searches grew by 328,520 year-over-year.
 - Average cost-per-click rose 1% year-over-year.
- Fall 2024 new student enrollment in bachelor's programs fell 1% year-over-year.
 - Master's new enrollment is up 2%.
- In Fall 2024, Registered Nursing and Business Analytics had the highest new enrollment growth year-over-year.
- Bachelor's in Biology grads go into 780 occupations; most are not directly related to their major.
- In January, General and Operations Managers had the highest job postings growth year-over-year.
- There is a high demand for skills in marketing, Microsoft Office, and project management.



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

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

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

