Demand for Higher-Education Programs:
Community Colleges

March 26, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Gray DI Labs

Summary

An academic Program Evaluation System enables growth and sustainable financials.
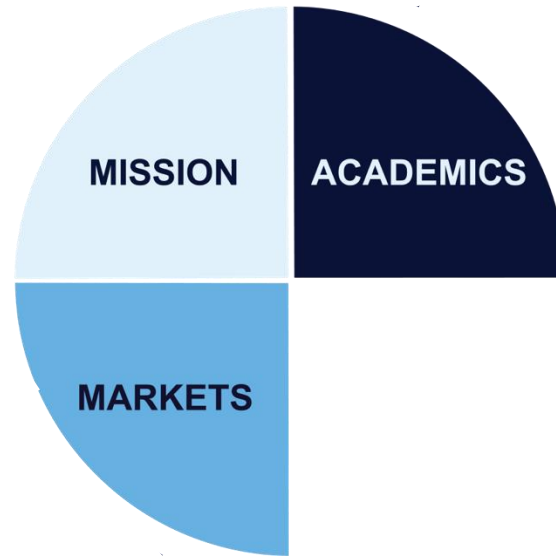
MISSION

An academic Program Evaluation System enables growth and sustainable financials.

An academic Program Evaluation System enables growth and sustainable financials.

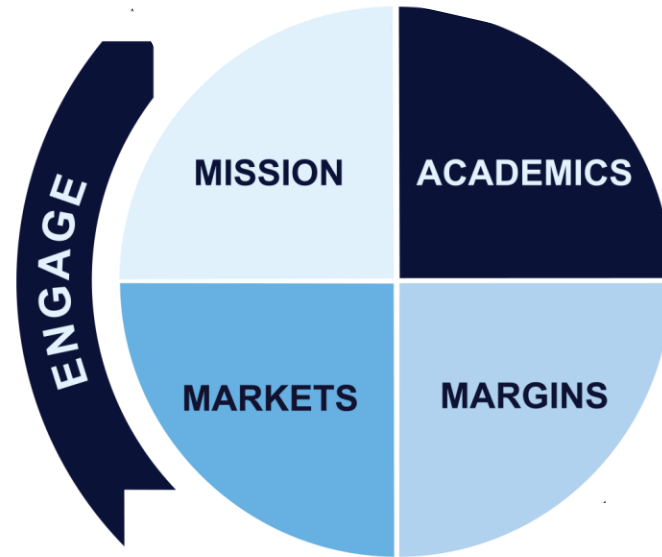# An academic Program Evaluation System enables growth and sustainable financials.

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.
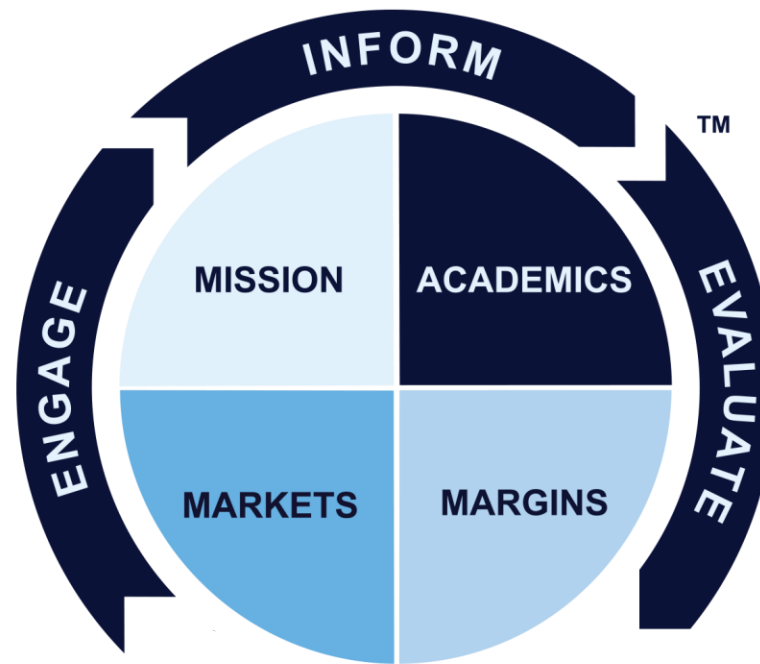
Program Evaluation System Overview.

Why Bother?

Program Evaluation System Overview.
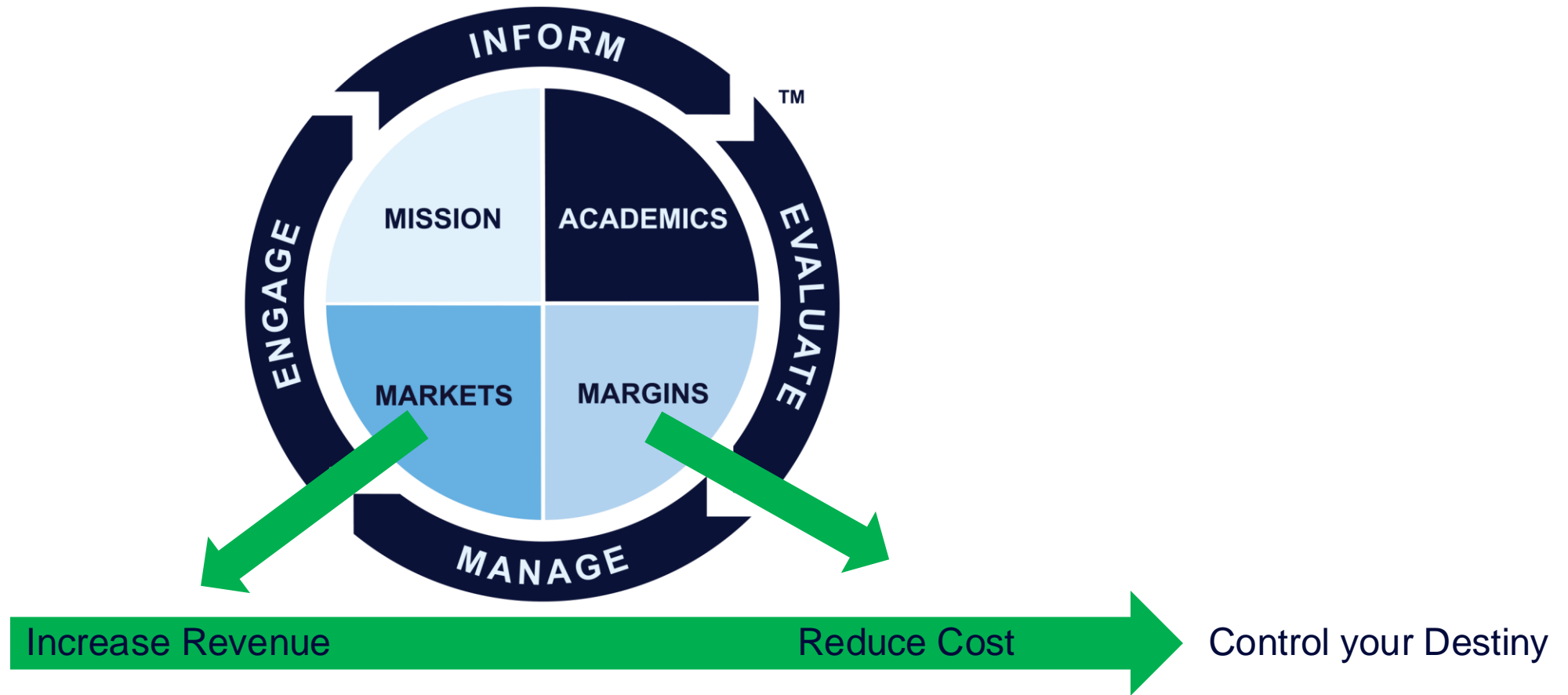
Agenda

Google Search Trends: Programs

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

US Google Search Volume

Source: PES Keyword Search Dashboard

GRAY DI™
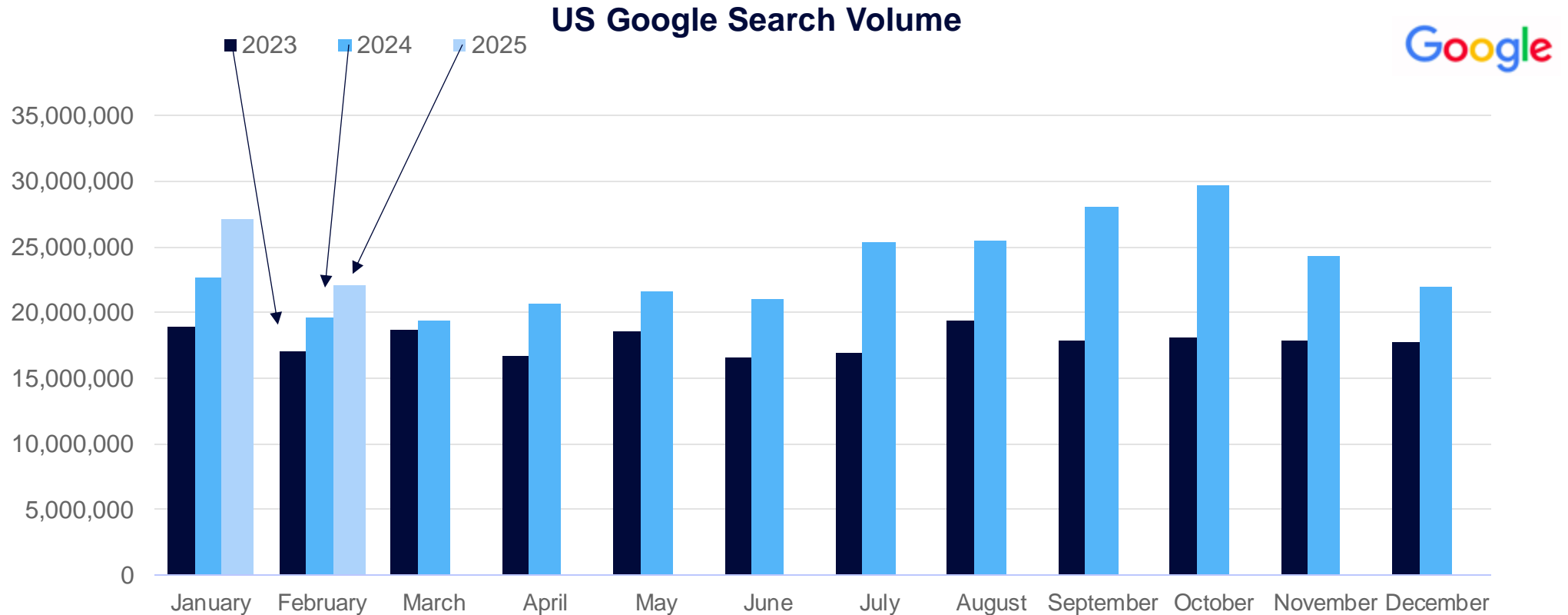
Google Search Trends: Programs

In February 2025, Google searches for academic programs grew 12% year-over-year.

US Google Search Volume

■ 2023 ■ 2024 ■ 2025

+12%
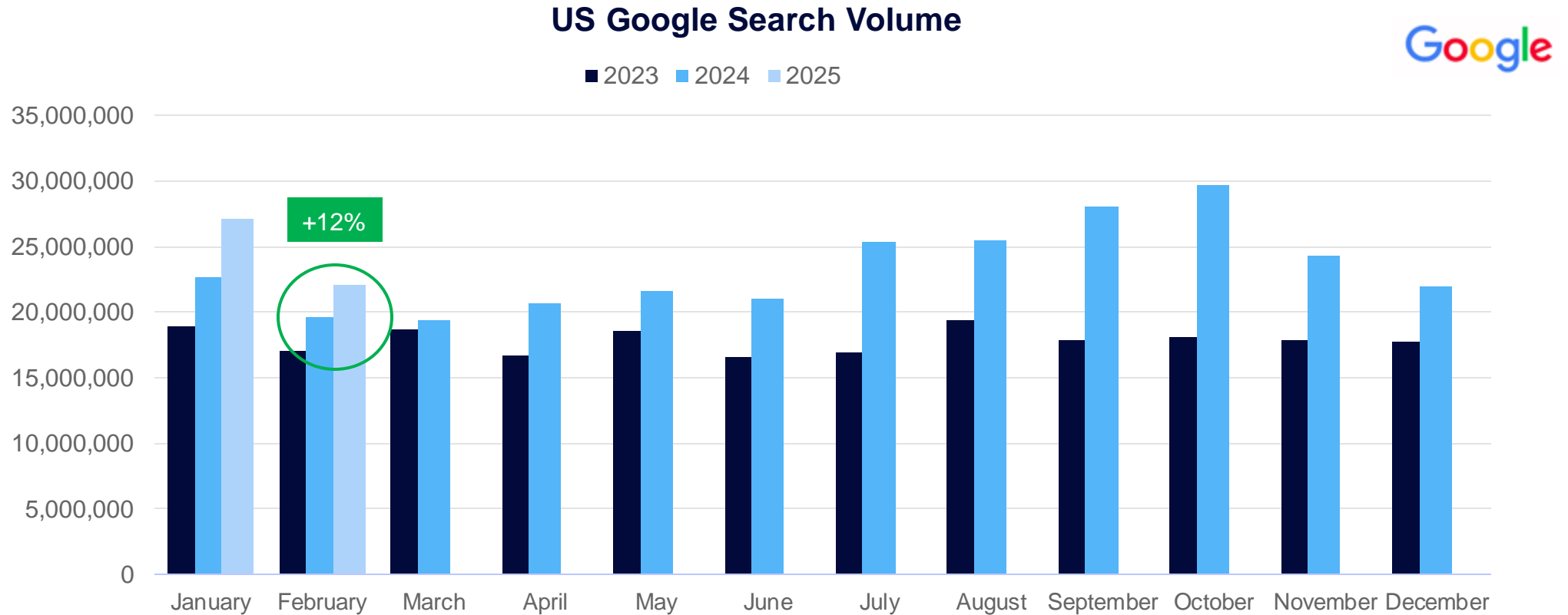
Google

Google Search Trends: Cost-per-Click

In February 2025, the average Google cost-per-click declined 3.6% year-over-year.

US Google Cost-per-Click
2023–2025

-3.6%

■ 2023 ■ 2024 ■ 2025

Source: PES Keyword Search Dashboard
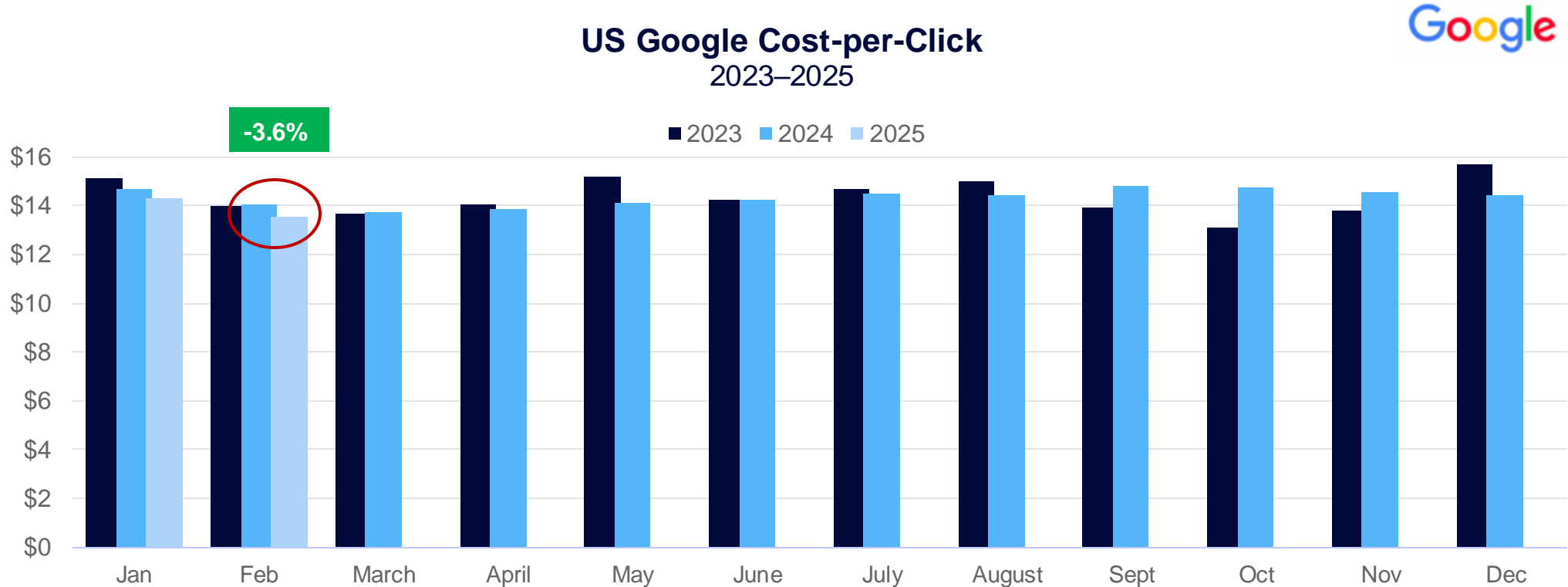
Google: Programs with Fastest-Growing US Search Volumes

In February, searches for Ultrasound Tech increased by 260,950 year-over-year.

Programs with the Fastest-Growing Google Search Volume*
February 2025
YoY Unit Change in Search Volume
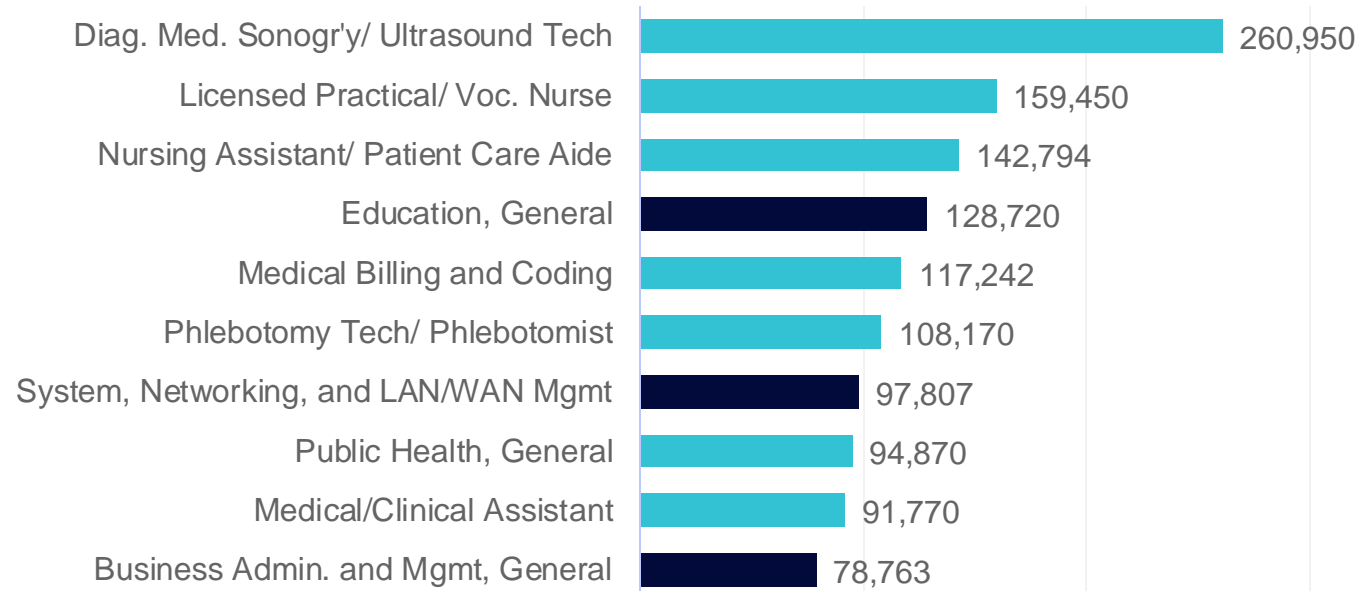
Program	YoY Unit Change
Diag. Med. Sonogr'y/ Ultrasound Tech	260,950
Licensed Practical/ Voc. Nurse	159,450
Nursing Assistant/ Patient Care Aide	142,794
Education, General	128,720
Medical Billing and Coding	117,242
Phlebotomy Tech/ Phlebotomist	108,170
System, Networking, and LAN/WAN Mgmt	97,807
Public Health, General	94,870
Medical/Clinical Assistant	91,770
Business Admin. and Mgmt, General	78,763

Category	Count
Health-related	7
Other	3

Source: PES Keyword Search Dashboard

*Excludes Bachelor's and Above

Agenda

Fall 2024 New Enrollment: Good News!

In Fall 2024, certificate new enrollment rose 4%; associate enrollment rose 3%.

US New Enrollment
Certificate, Fall 2018–2024

- 2018: 265,773
- 2019: 262,737 (-1%)
- 2020: 224,030 (-15%)
- 2021: 239,448 (+7%)
- 2022: 254,708 (+6%)
- 2023: 268,821 (+6%)
- 2024: 278,401 (+4%)
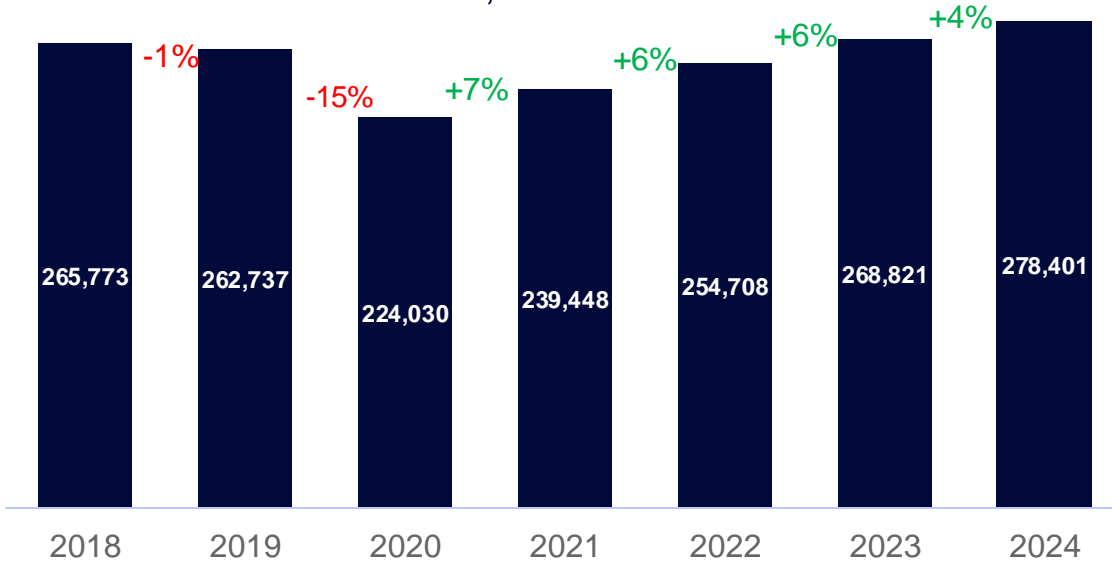
US New Enrollment
Associate, Fall 2018–2024

- 2018: 1,333,705
- 2019: 1,298,031 (-3%)
- 2020: 1,113,017 (-14%)
- 2021: 1,046,634 (-6%)
- 2022: 1,080,365 (+3%)
- 2023: 1,110,872 (+3%)
- 2024: 1,139,024 (+3%)

Source: PES Program Enrollment Dashboard
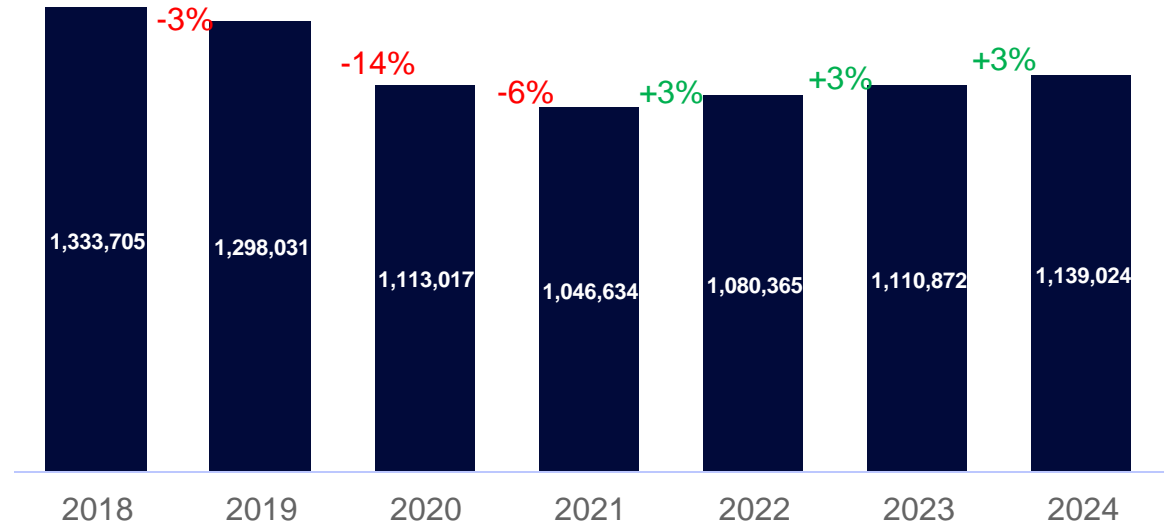
Undergraduate Certificates: Fall 2019 – 2024

From Fall 2019 – 2024, General Studies added over 4,300 new enrollments.

US Fastest-Growing New Enrollment, Five Years
Undergraduate Certificate Programs
Fall 2019–2024 Unit Change

Program	Unit Change
General Studies	4,342
Welding Tech	2,613
Electrician	2,025
Cyber Security/ Info. Assurance	1,384
HVAC Maintenance Tech	1,352
Autobody/ Collision and Repair Tech	1,252
Information Technology	1,189
Auto Mechanics Tech	1,107
Business Admin. and Mgmt, General	857
Med/Health Mgmt & Clinical Asst/ Specialist	709

Category	Count
CTE	5
Tech	2
Other	2
Health	1

Source: PES Program Enrollment Dashboard

Associate: Fall 2019 – 2024

At the associate level, Allied Health added almost 9,300 new enrollments.

US Fastest-Growing New Enrollment
Associate Programs
Fall 2019–2024 Unit Change
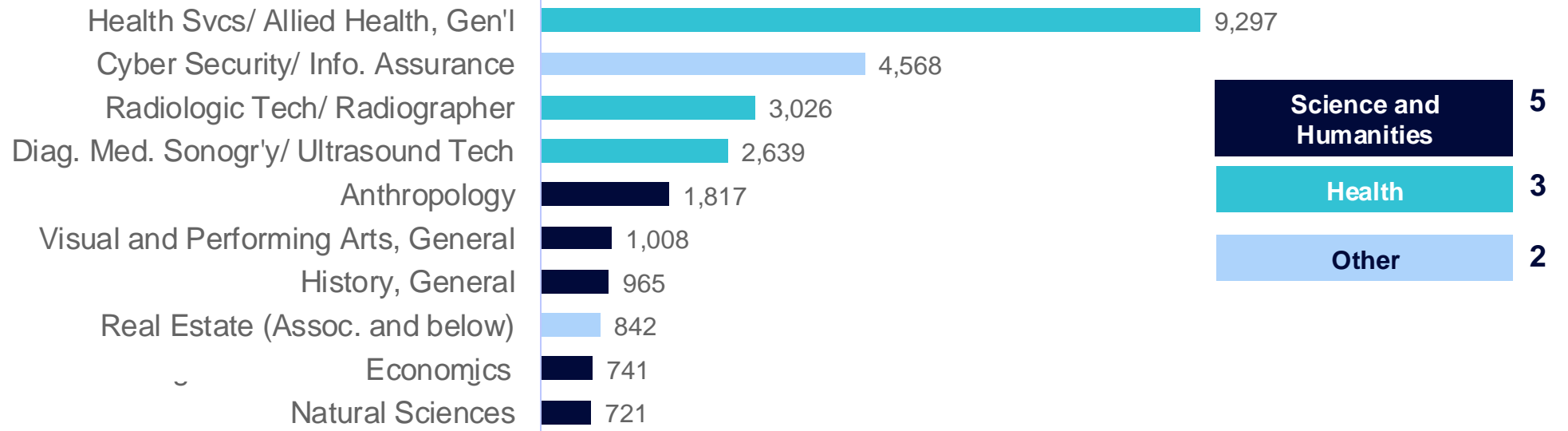
Program	Unit Change
Health Svcs/ Allied Health, Gen'l	9,297
Cyber Security/ Info. Assurance	4,568
Radiologic Tech/ Radiographer	3,026
Diag. Med. Sonogr'y/ Ultrasound Tech	2,639
Anthropology	1,817
Visual and Performing Arts, General	1,008
History, General	965
Real Estate (Assoc. and below)	842
Economics	741
Natural Sciences	721

Category	Count
Science and Humanities	5
Health	3
Other	2

Source: PES Program Enrollment Dashboard

Agenda

Non-Degree Demand: Coursera

As of February 2025, more than 143.7 million learners since inception (2012).

▪ The Science of Well-Being is the most popular course on Coursera to date.

Highest Enrollment Volume
Cumulative, February 2025

Course	Enrollment
The Science of Well-Being	4,845,502
Learning How to Learn: Powerful mental tools	3,983,241
Foundations: Data, Data, Everywhere	3,115,271
Technical Support Fundamentals	1,968,061
Introduction to Psychology	1,962,254
AI For Everyone	1,708,314
First Step Korean	1,653,789
Successful Negotiation: Essential Strategies	1,614,984
Foundations of User Experience (UX) Design	1,429,303
COVID-19 Contact Tracing	1,410,586

Technology	4
Other	6

Non-Degree Demand: Most Skills Taught on Coursera

Since Coursera launched in 2012, Data Analysis has been the most-taught skill.

- Half of the top 10 skills are in personal development.
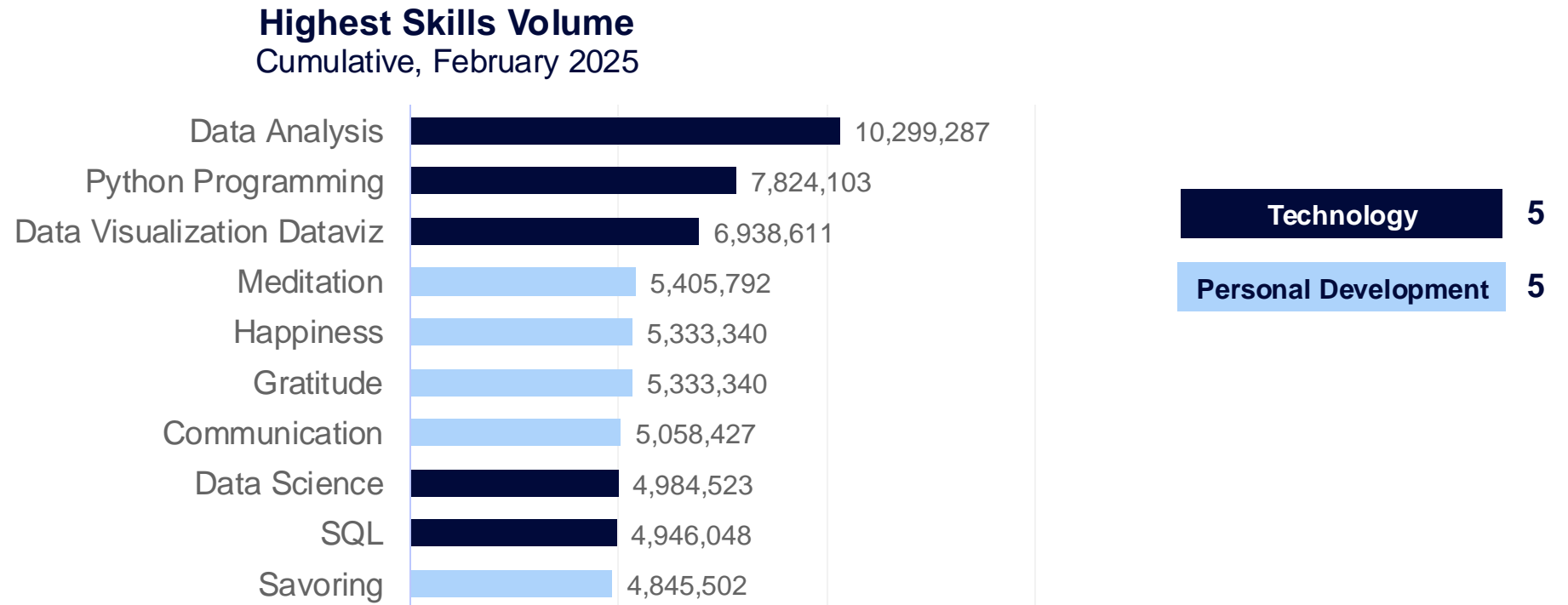
Highest Skills Volume
Cumulative, February 2025

Skill	Volume
Data Analysis	10,299,287
Python Programming	7,824,103
Data Visualization Dataviz	6,938,611
Meditation	5,405,792
Happiness	5,333,340
Gratitude	5,333,340
Communication	5,058,427
Data Science	4,984,523
SQL	4,946,048
Savoring	4,845,502

Technology	**5**
Personal Development	**5**

Source: PES Non-Degree Dashboard, Coursera

Agenda

Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Psychology grads are prepared for six occupations.

Direct Prep Job Postings, Psychology
February 2025

Occupation	Postings
Substance Abuse and Behavioral Disorder Counselors	6,560
Clinical, Counseling, and School Psychologists	2,517
Psychologists, All Other	75
Psychology Teachers, Postsecondary	50
Social Science Research Assistants	37
Industrial-Organizational Psychologists	9

Source: NCES Direct Prep Crrosswalk, Gray DI's Job Postings Dashboard

GRAY DI™

Data on almost 55,000 graduates with an Associate in Psychology shows 762 occupations.

None of the Direct Prep occupations make the top 10 occupations for Psychology graduates.

Top 10 Occupations
Alumni with Associate of Psychology
First Four Years Post-Grad
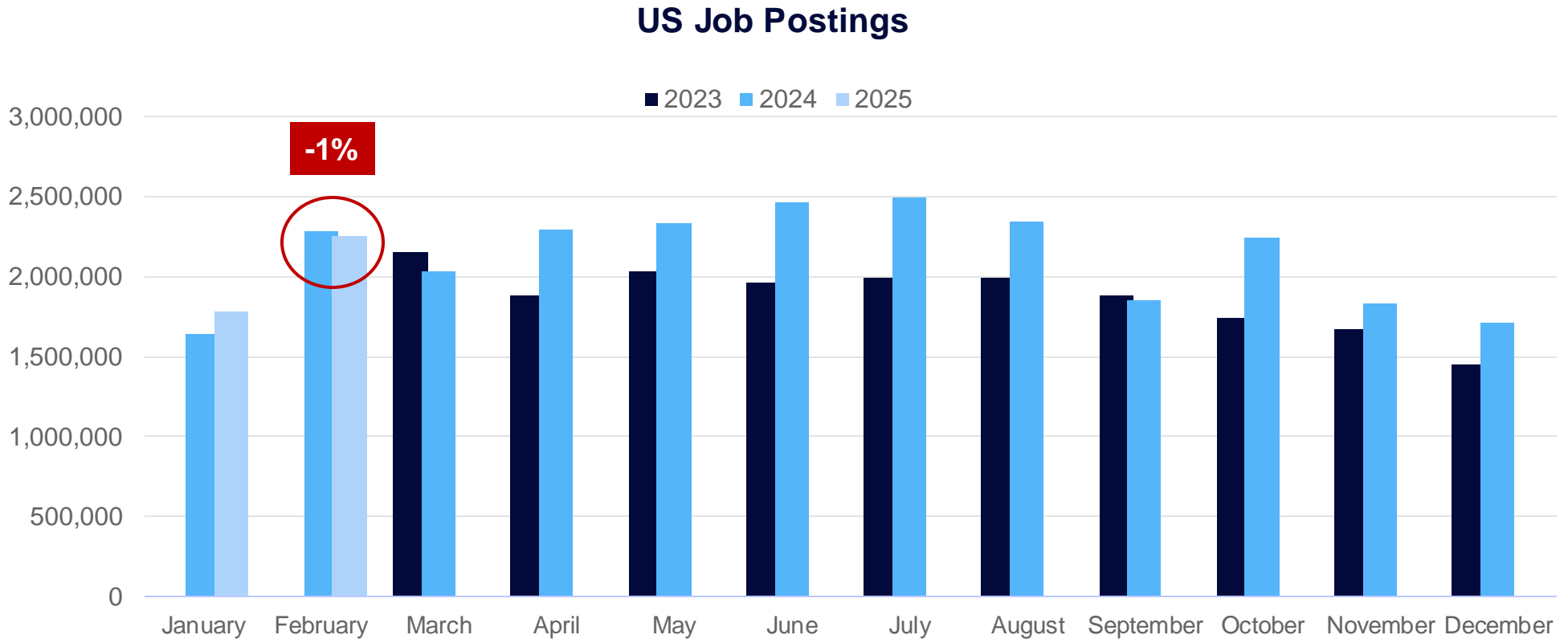
Occupation	Count
General and Operations Managers	3,080
Executive Admin Assistants	2,338
Managers, Other	2,257
Project Mgmt Specialists, Other	2,121
Customer Service Representatives	2,112
Chief Executives	2,075
Sales Reps of Services	1,897
Sales Managers	1,534
Human Resources Specialists	1,423
Architectural and Engineering Managers	1,236

Management	**6**
Other	**4**

Source: Gray DI's Alumni Insights Dashboard

US Job Postings Trends

In February, job postings fell 1% year-over-year.

US Job Postings

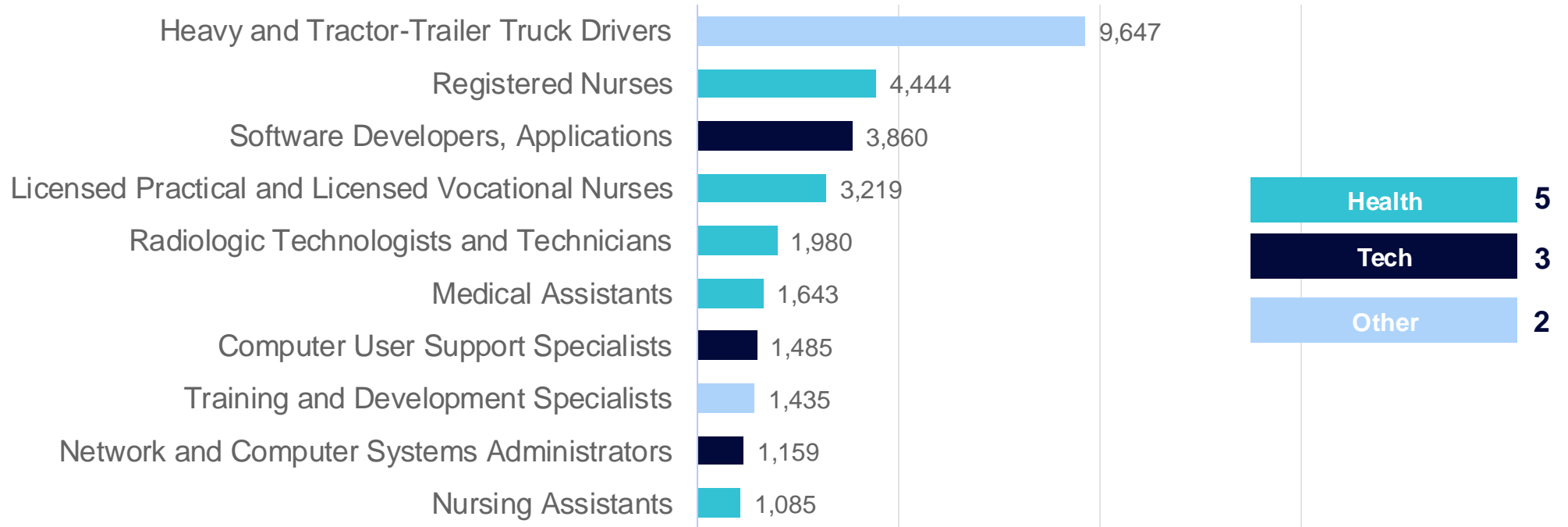Source: PES Job Postings Dashboard

February 2025: 10 Highest-Volume Job Postings, Certificate and Associate Levels.

Highest Job Postings Volume
February 2025, Associate and Certificate Level

Occupation	Volume
Registered Nurses	67,585
Retail Salespersons	52,797
General and Operations Managers	36,317
Nursing Assistants	34,338
Computer User Support Specialists	25,889
Home Health and Personal Care Aides	22,063
Licensed Practical and Licensed Vocational Nurses	20,647
Administrative Assistants	20,453
Heavy and Tractor-Trailer Truck Drivers	19,192
Customer Service Representatives	19,095

Category	Count
Health	4
Other	4
Sales-Related	2

Source: PES Job Postings Dashboard

Fastest-Growing Job Postings, Certificate and Associate

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

Job Title	Value
Heavy and Tractor-Trailer Truck Drivers	9,647
Registered Nurses	4,444
Software Developers, Applications	3,860
Licensed Practical and Licensed Vocational Nurses	3,219
Radiologic Technologists and Technicians	1,980
Medical Assistants	1,643
Computer User Support Specialists	1,485
Training and Development Specialists	1,435
Network and Computer Systems Administrators	1,159
Nursing Assistants	1,085

Category	Count
Health	5
Tech	3
Other	2

Source: PES Job Postings Dashboard

Which skills are high in demand in the US?

There is an increasing need for healthcare skills.

10 Highest Skills Volume in Job Postings
February 2025
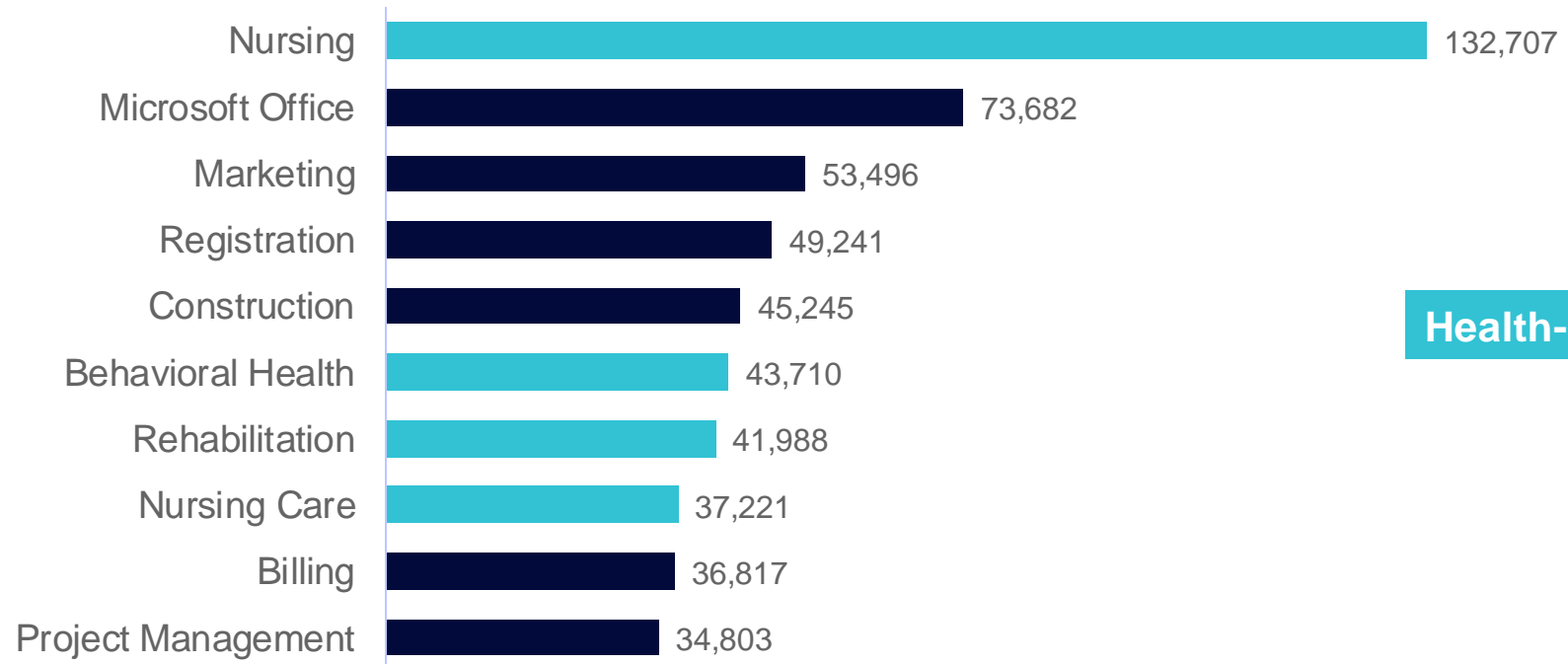
Skill	Volume
Nursing	132,707
Microsoft Office	73,682
Marketing	53,496
Registration	49,241
Construction	45,245
Behavioral Health	43,710
Rehabilitation	41,988
Nursing Care	37,221
Billing	36,817
Project Management	34,803

Health-Related

Source: PES Job Postings Dashboard

Agenda

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Gray DI Labs

Summary

Summary

- In February, Google searches for academic programs rose 12% year-over-year.
  - Ultrasound Tech searches grew by almost 261,000 year-over-year.
  - Average cost-per-click fell 3.6% year-over-year.
- Enrollment increased at the certificate level by 4% and at the associate level by 3%.
- General Studies enrollment has grown the most among certificate programs over the last five years (2019-2024).
  - Among associate programs, Allied Health enrollment grew the most.
- Associate in Psychology grads go into 762 occupations, not 6. Most are not directly related to their major.
- In February, Registered Nurses had the highest volume of job postings.
  - Heavy and Tractor-Trailer Truck Drivers grew the most year-over-year – by over 9,600 job postings.
- There is a high demand for skills in healthcare and Microsoft Office.

Master Class Series:

All classes are from 2-3 PM ET.

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

Next Month: Butler University Case Study Webinar

Thursday, April 17th, 2 PM ET

Using Data for Growth: Driving Innovation in Higher Education

How Butler University's Transformation Lab is Accelerating Change with Data-Informed Strategies