Demand for Higher Education Programs

March 27th, 2025

Agenda

I. **Demand Trends**
   - **Student Demand**
   - **Employment Demand**

II. **Spotlight: Program of the Month**
   - **Identification ~ Program Market Data**
   - **Information ~ Program Report**
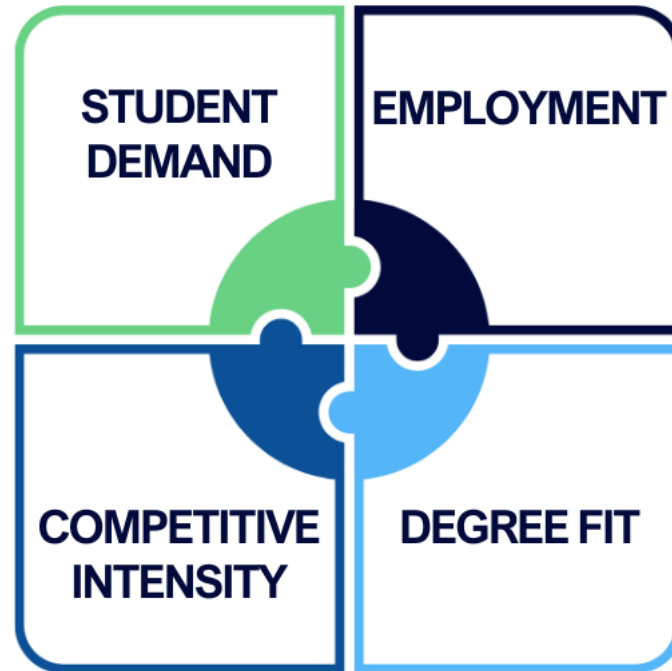   - **Analysis ~ Sizing and Financial Estimates**

III. **Coming Up Next**

An academic Program Evaluation System enables growth and sustainable financials.

An academic Program Evaluation System enables growth and sustainable financials.

Key elements of your market you need to understand.

Agenda

I. **Demand Trends**
   - ➤ **Student Demand**
     - ▪ **Google Search**
     - ▪ **Enrollment**
     - ▪ **International**
     - ▪ **Non-Degree**
   - ➤ **Employment Demand**

II. **Spotlight: Program of the Month**

III. **Coming Up Next**

Student Demand Indicators: Past, Present, Future

Insights on Student Demand
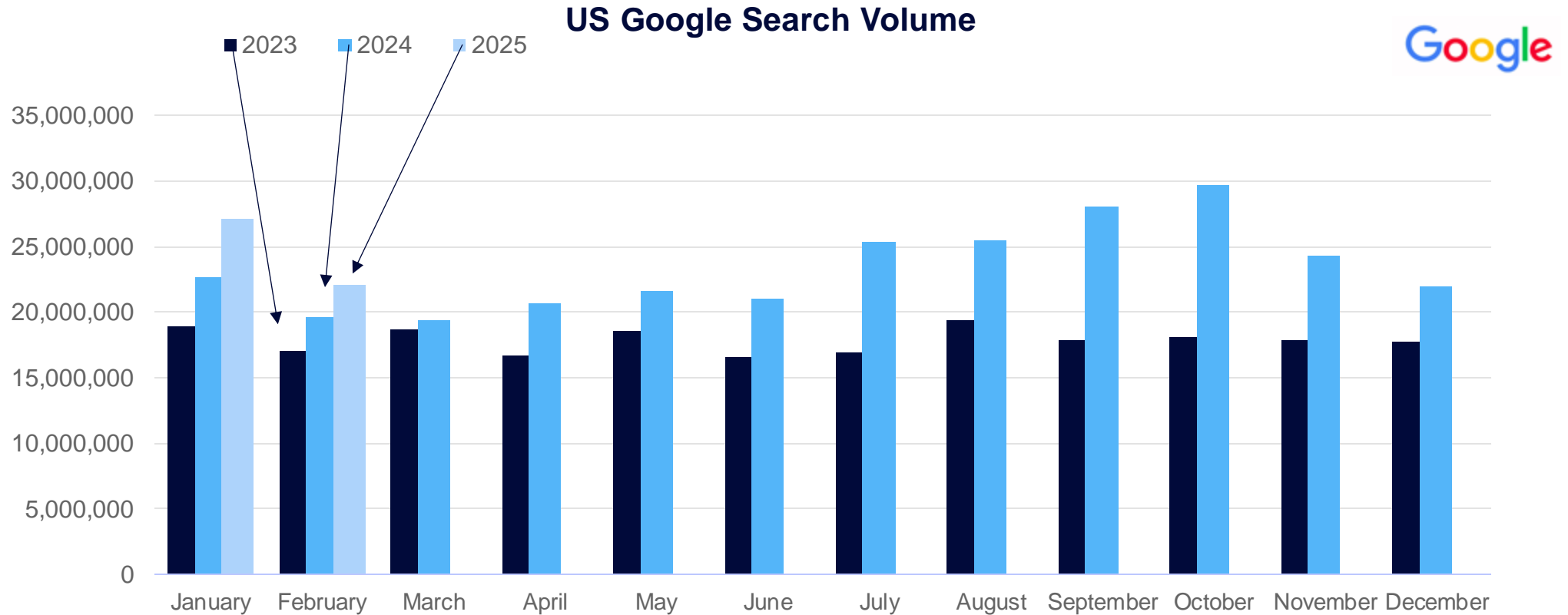

IPEDS

Enrollment

Google

Google Search Trends: Programs

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

US Google Search Volume

Source: Gray DI's Keyword Search Dashboard

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%

Source: Gray DI's Keyword Search Dashboard

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Google Search Trends: Cost-per-Click

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

US Google Cost-per-Click
2023–2025

Google

-3.6%

■ 2023 ■ 2024 ■ 2025

Source: Gray DI's Keyword Search Dashboard
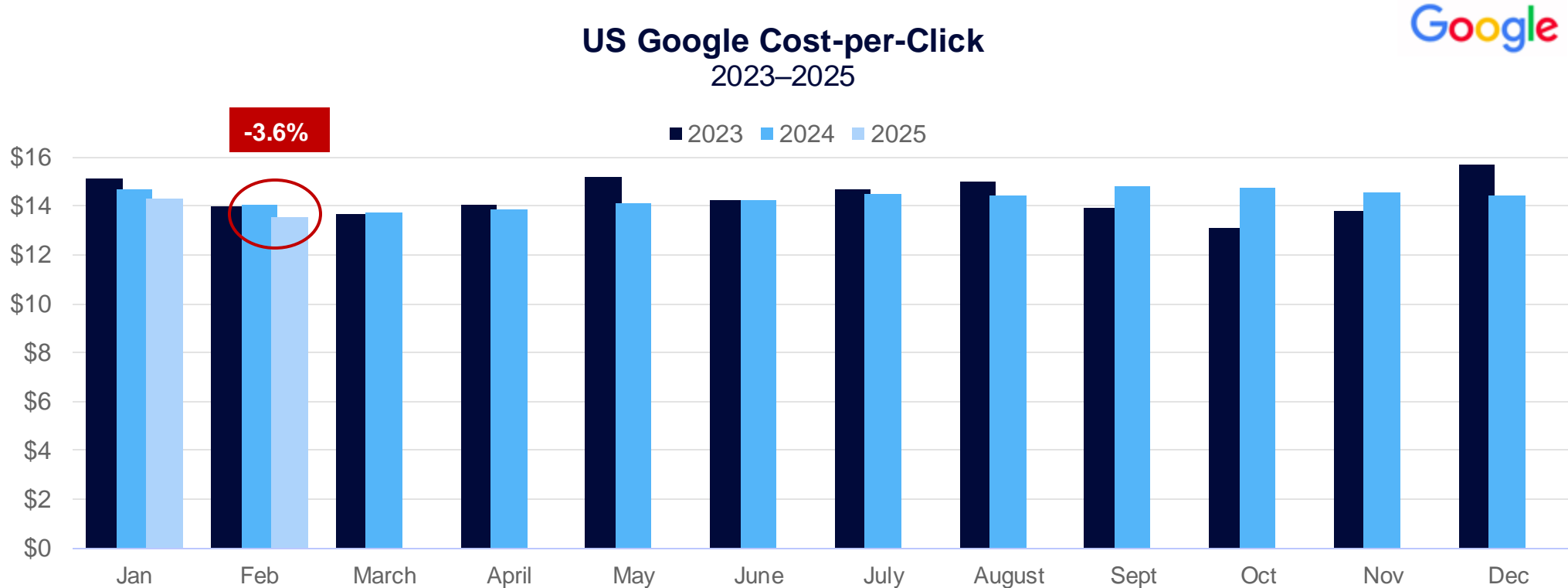
Google: Programs with Fastest-Growing US Search Volumes

In February, searches for Public Administration programs grew by 312,700 year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
February 2025 1-year Unit Change

Program	Value
Public Administration	312,700
Economics (incl. Quant Econ and Econometrics)	286,820
Education, General	128,720
System, Networking, and LAN/WAN Mgmt	97,807
Public Health, General	94,870
Clinical Psychology	88,390
Business Admin. and Mgmt, General	78,763
Aviation/Aero Science/Tech, Gen'l	72,250
Fashion/Apparel Design	69,780
Finance, General	66,240

Source: Gray DI's Keyword Search Dashboard

*Excludes Undergraduate Certificate Programs

Fall New Enrollment

In Fall 2024, US new student enrollment fell 1% for bachelor's degrees, but master's grew 2%.

US New Fall Enrollment
Bachelor's Programs

Year	Value	Change
2018	1,549,574	
2019	1,519,505	-2%
2020	1,446,755	-5%
2021	1,461,750	+1%
2022	1,477,704	+1%
2023	1,484,784	+1%
2024	1,467,084	-1%

US New Fall Enrollment
Master's Programs

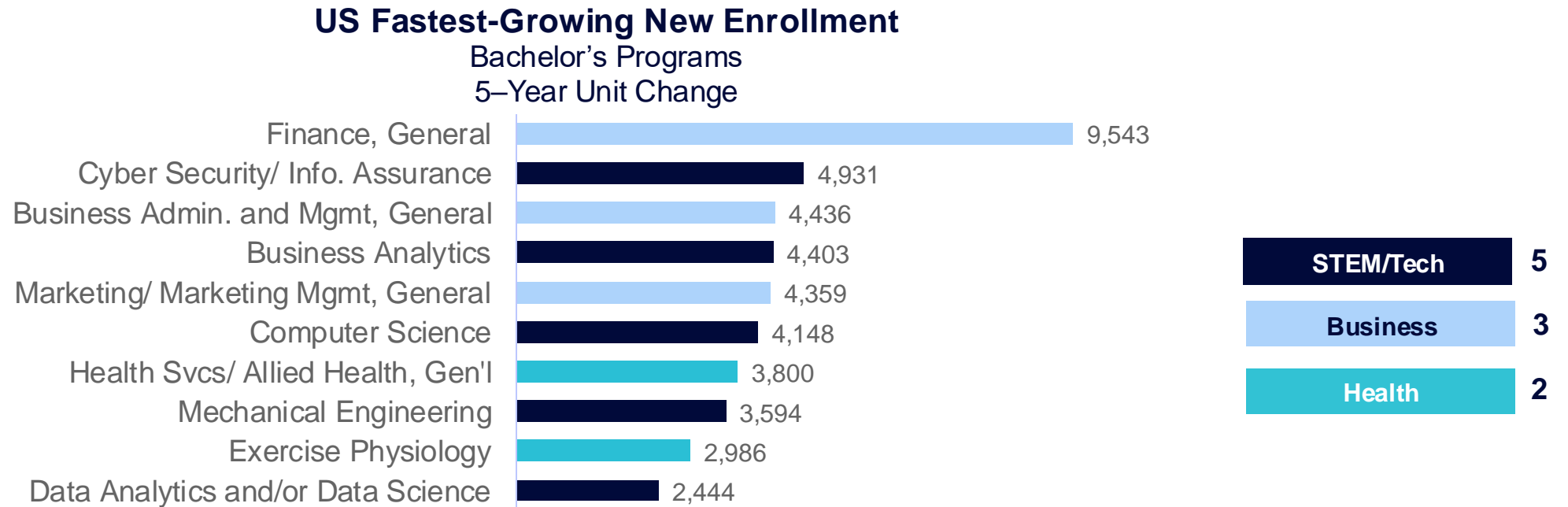| Year	Value	Change
2018	580,855	
2019	580,316	0%
2020	631,652	+9%
2021	614,499	-3%
2022	573,594	-7%
2023	590,429	+3%
2024	599,096	+2%
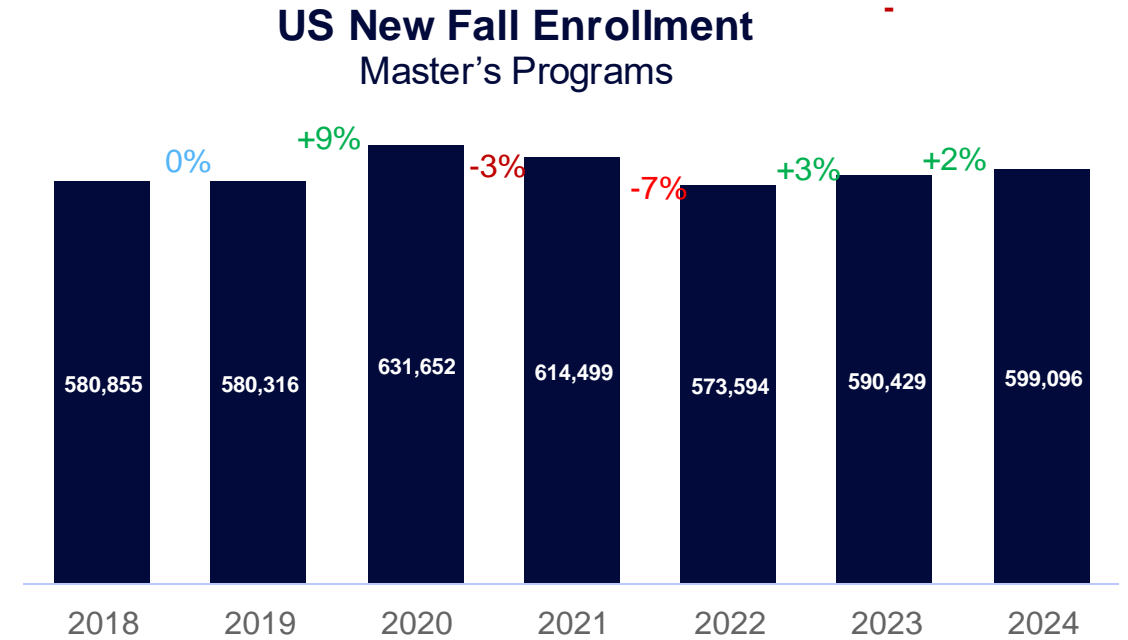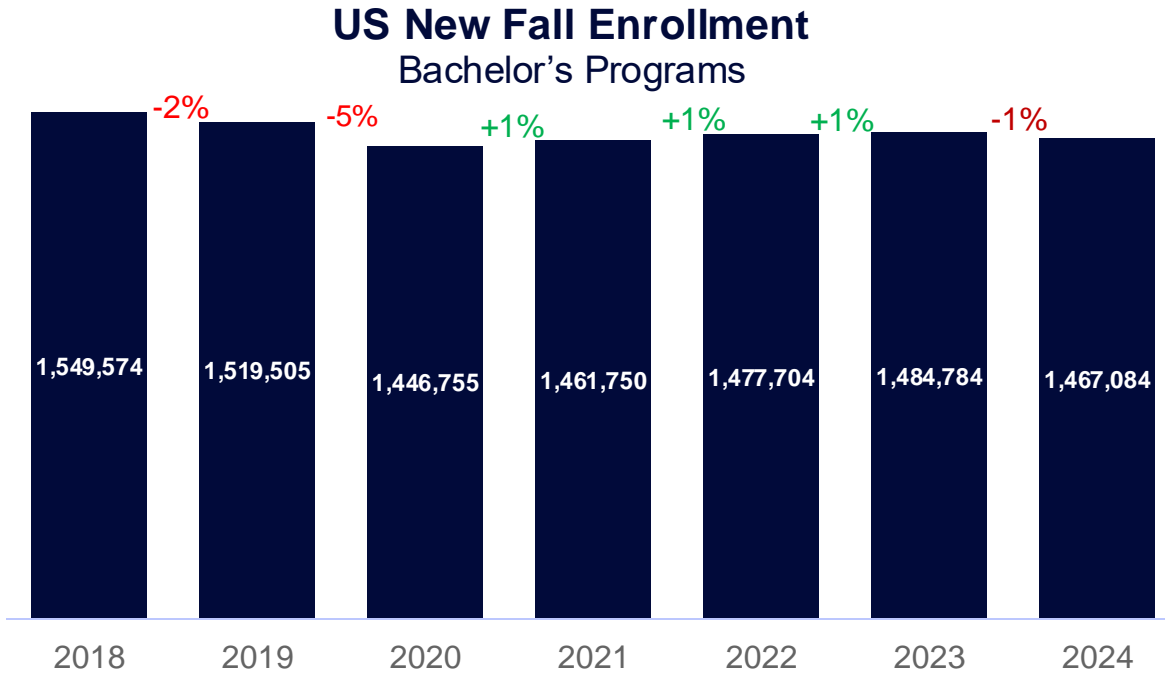
Source: Gray DI's PES Program Enrollment Dashboard

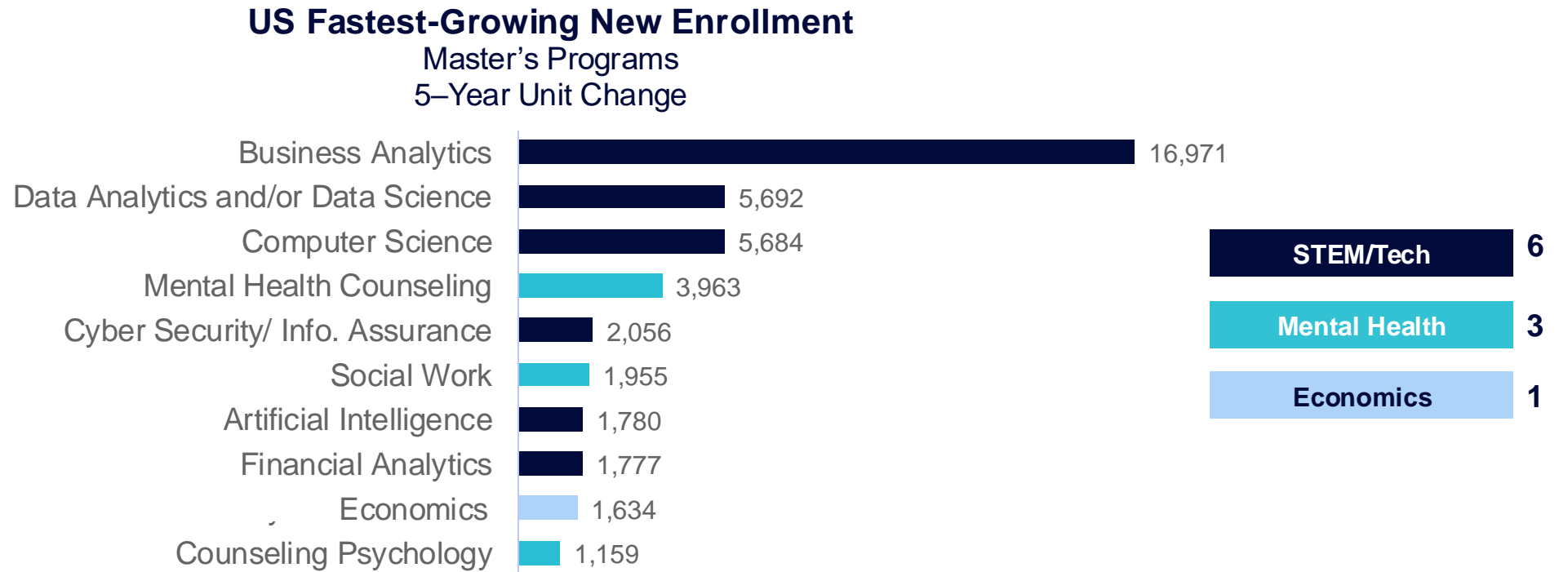# Bachelor's New Enrollment: Fall 2019–2024, 5-Year Change

From Fall 2019–2024, Finance added over 9,543 new student enrollments.

- Half of the 10 fastest-growing programs were in STEM/Tech areas.

US Fastest-Growing New Enrollment
Bachelor's Programs
5–Year Unit Change

Program	5-Year Unit Change
Finance, General	9,543
Cyber Security/ Info. Assurance	4,931
Business Admin. and Mgmt, General	4,436
Business Analytics	4,403
Marketing/ Marketing Mgmt, General	4,359
Computer Science	4,148
Health Svcs/ Allied Health, Gen'l	3,800
Mechanical Engineering	3,594
Exercise Physiology	2,986
Data Analytics and/or Data Science	2,444

Category	Count
STEM/Tech	5
Business	3
Health	2

Source: Gray DI's PES Program Enrollment Dashboard

Master's New Enrollment : Fall 2019–2024, 5-Year Change

From Fall 2019–2024, Business Analytics added 16,971 new student enrollments.

US Fastest-Growing New Enrollment
Master's Programs
5–Year Unit Change

Program	Units
Business Analytics	16,971
Data Analytics and/or Data Science	5,692
Computer Science	5,684
Mental Health Counseling	3,963
Cyber Security/ Info. Assurance	2,056
Social Work	1,955
Artificial Intelligence	1,780
Financial Analytics	1,777
Economics	1,634
Counseling Psychology	1,159

STEM/Tech	6
Mental Health	3
Economics	1

Source: Gray DI's PES Program Enrollment Dashboard

Non-Degree Demand: Coursera

As of February 2025, there have been more than 143.7 million learners using Coursera since its inception (2012).

Highest Enrollment Volume
Cumulative: February 2025*

Course	Enrollment
The Science of Well-Being	4,845,502
Learning How to Learn	3,983,241
Foundations: Data Everywhere	3,115,271
Tech 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	1,614,984
Foundations of UX Design	1,429,303
COVID-19 Contact Tracing	1,410,586

Highest Enrollment Volume
One Year: February 2024–2025

Course	Enrollment
Foundations: Data Everywhere	724,901
AI For Everyone	500,019
Foundations of (UX) Design	265,269
Tech Support Fundamentals	264,220
Learning How to Learn	259,666
Project Initiation	232,380
Introduction to Psychology	215,574
Introduction to Data Analytics	212,926
Introduction to AI	206,216
What is Data Science?	183,801

Source: Gray DI's PES Non-Degree Dashboard, Coursera   *Since the course's inception
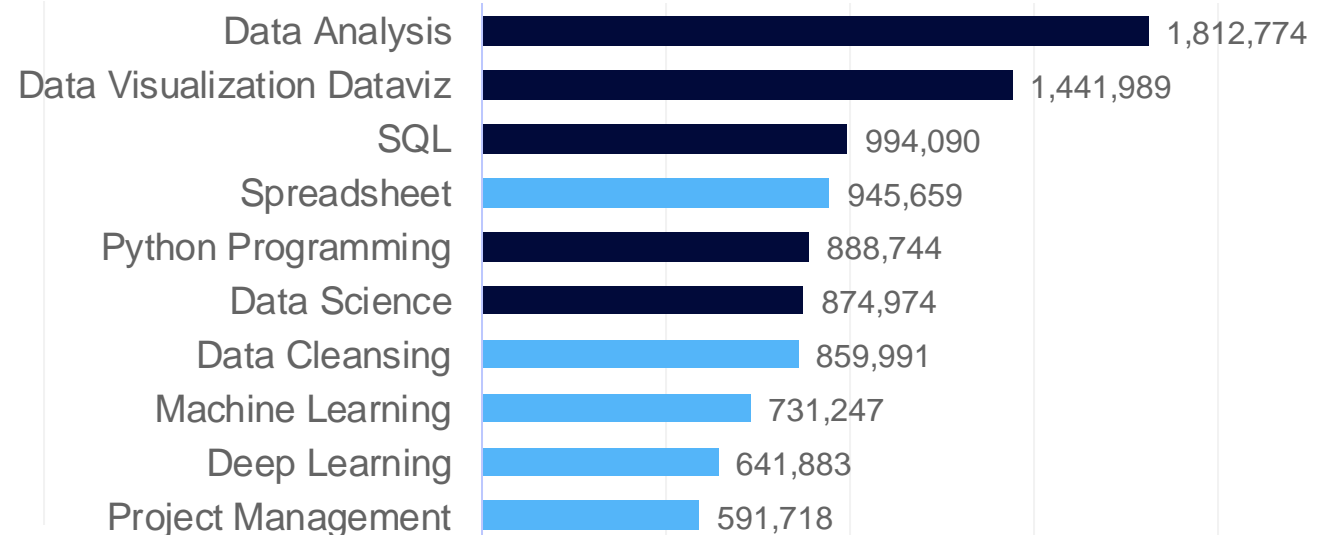
Non-Degree Demand: Most Skills Taught on Coursera.

Data Analysis continues to be the most–taught skill.

- Historically, half of the most–taught skills were in personal development.
- In the last year, none were in the top 10 for volume.

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
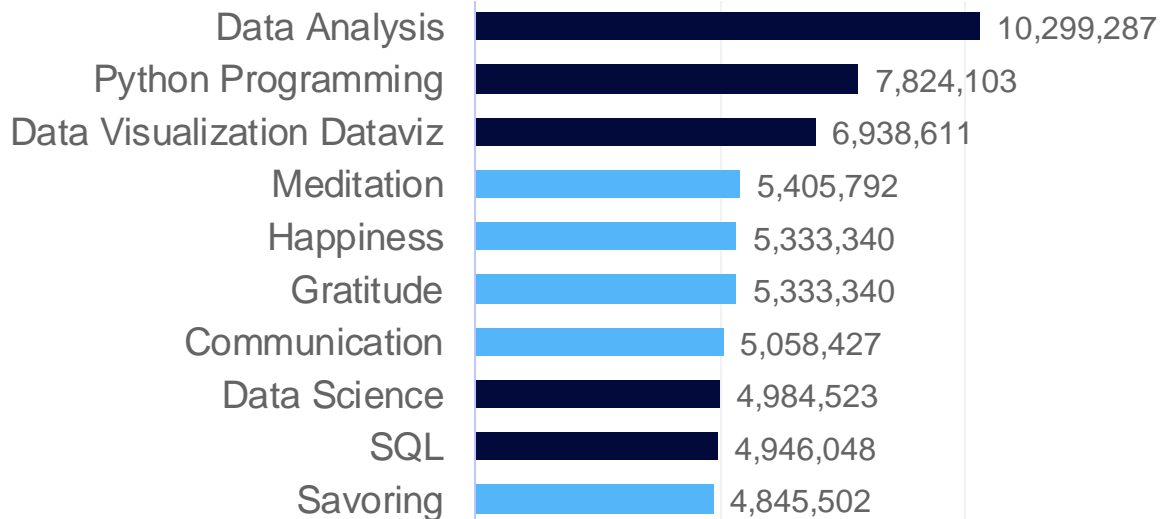
Highest Skills Volume
One Year, February 2024–2025

Skill	Volume
Data Analysis	1,812,774
Data Visualization Dataviz	1,441,989
SQL	994,090
Spreadsheet	945,659
Python Programming	888,744
Data Science	874,974
Data Cleansing	859,991
Machine Learning	731,247
Deep Learning	641,883
Project Management	591,718

Source: Gray DI's PES Non-Degree Dashboard, Coursera

International Student Demand

In February 2025, international student interest in US programs rose 4% year-over-year.*

India had the highest volume of page views.

International Page Views
2023 - 2025
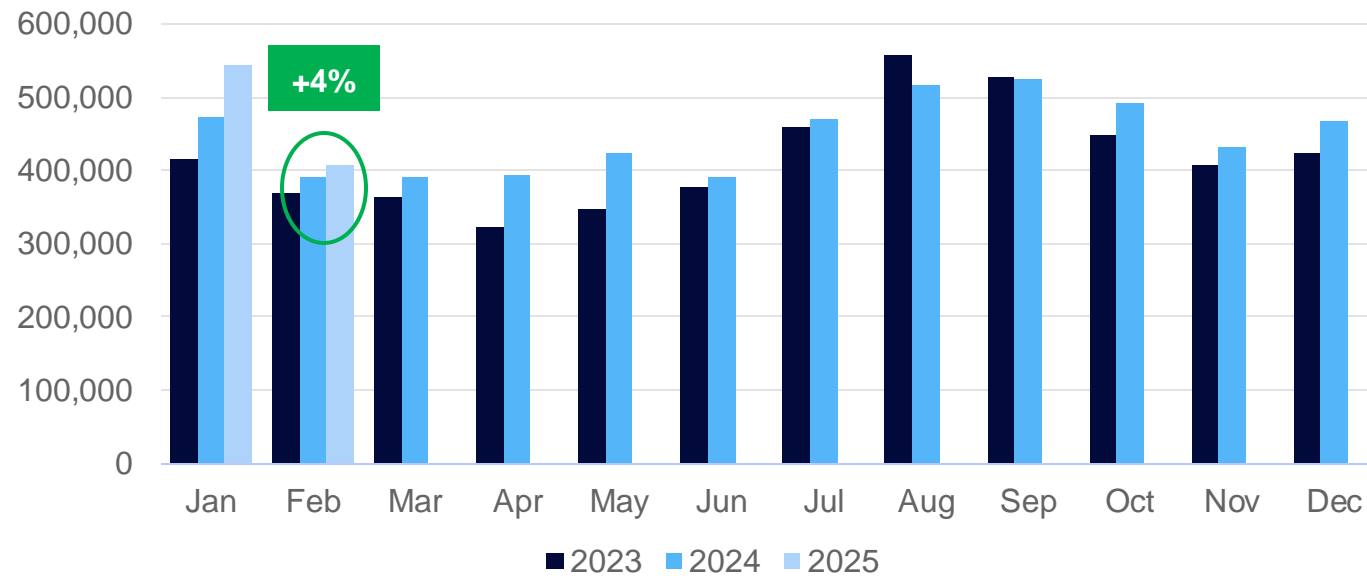

Highest Page Views, Origin Countries
February 2025

Country	Page Views
India	62,677
Bangladesh	51,080
Pakistan	41,093
Nepal	20,866
Türkiye	15,783
Nigeria	15,572
Iran	14,098
Saudi Arabia	11,674
Brazil	11,217
Ghana	10,620
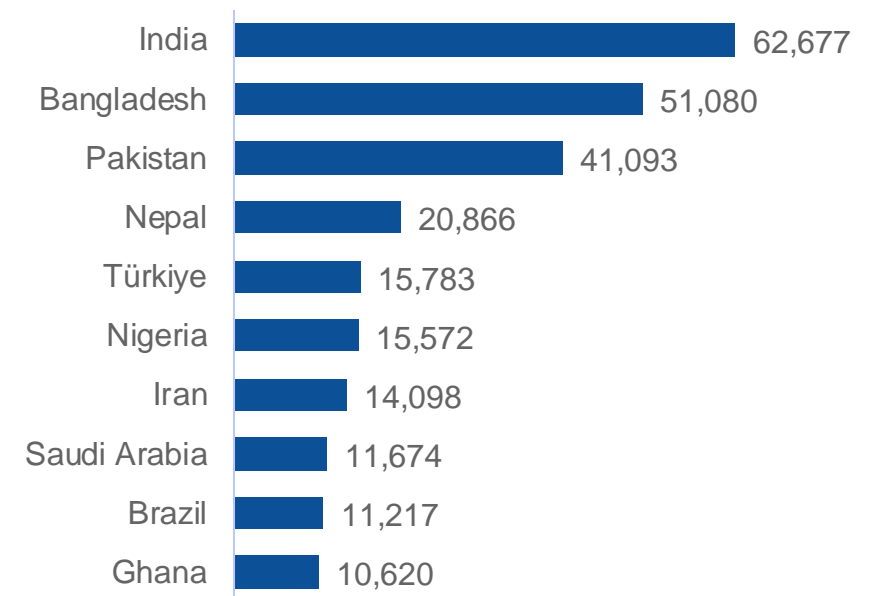
Source: Gray DI's PES International Student Demand Dashboard (excludes China)

*Bachelor's, Master's, PhD only

International Page Views: February Fastest-Growing Programs

The fastest-growing bachelor's program year-over-year was Nutrition Sciences.
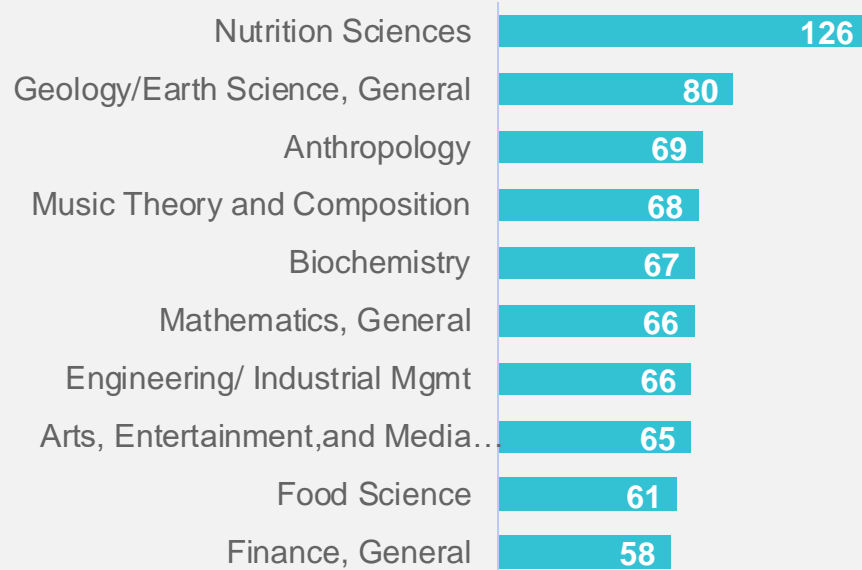
Business was the fastest-growing program at the master's level.

10 Fastest-Growing Bachelor's Programs
February 2025 YoY Change

Program	Change
Nutrition Sciences	126
Geology/Earth Science, General	80
Anthropology	69
Music Theory and Composition	68
Biochemistry	67
Mathematics, General	66
Engineering/ Industrial Mgmt	66
Arts, Entertainment,and Media…	65
Food Science	61
Finance, General	58

10 Fastest-Growing Master's Programs
February 2025 YoY Change

Program	Change
Business Admin. and Mgmt, General	22,582
Marketing/ Marketing Mgmt, General	19,848
Information Technology	17,673
Data Analytics and/or Data Science	10,749
Computer Science	9,321
Education, General	1,298
International Business/ Trade	916
Financial Analytics	910
Artificial Intelligence	484
Aviation/Aero Science/Tech, Gen'l	320

Source: Gray DI's PES International Student Demand Dashboard (excludes China)
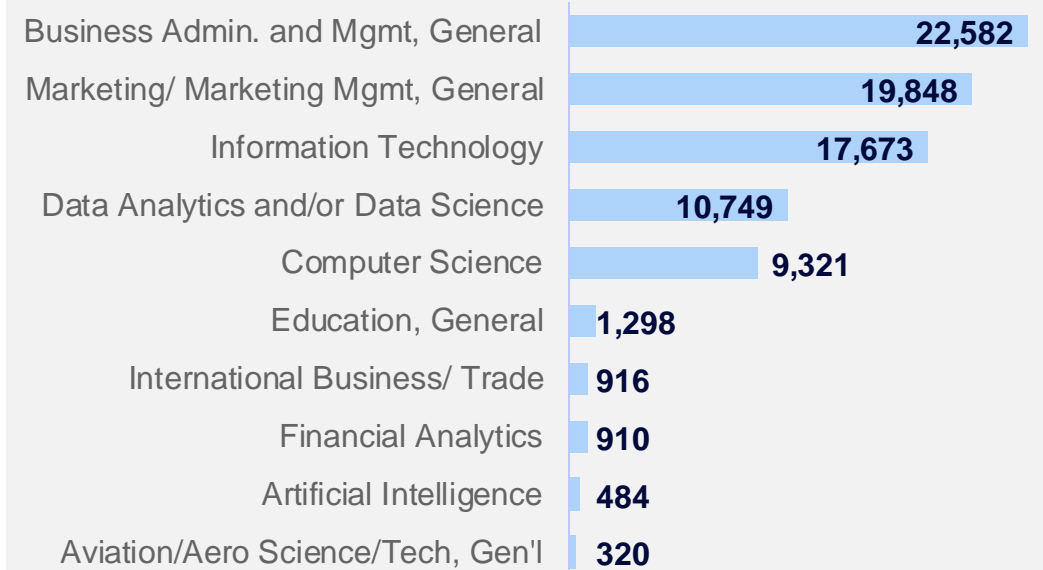
Agenda

I. **Demand Trends**
   - ➢ Student Demand
   - ➢ Employment Demand
     - ▪ Job Postings
     - ▪ Skills

II. Spotlight: Program of the Month

III. Coming Up Next

Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Bachelor's in Psychology grads are prepared for six occupations.

- Almost all these occupations require a graduate degree.

Direct Prep Job Postings
Bachelor's in 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: Gray DI's Job Postings Dashboard – Direct Prep

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Data on than 1,012,711 graduates with a Bachelor's in Psychology shows 782 occupations.

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

Top 10 Occupations
Bachelor's in Psychology Sciences
First Four Years Post-Grad

Occupation	Count
General and Operations Managers	62,031
Human Resources Specialists	59,437
Chief Executives	52,511
Clinical, Counseling, and School Psychologists	47,024
Managers, Other	45,156
Project Mgmt and Business Ops Specialists	43,373
Sales Managers	41,039
Executive Administrative Assistants	39,201
Social and Community Service Managers	37,197
Advertising and Promotions Managers	35,551

Direct Prep List   1

Source: Gray DI's Alumni Insights Dashboard

US Job Postings Trends

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

US Job Postings – All Award Levels

■ 2023 ■ 2024 ■ 2025

-1%
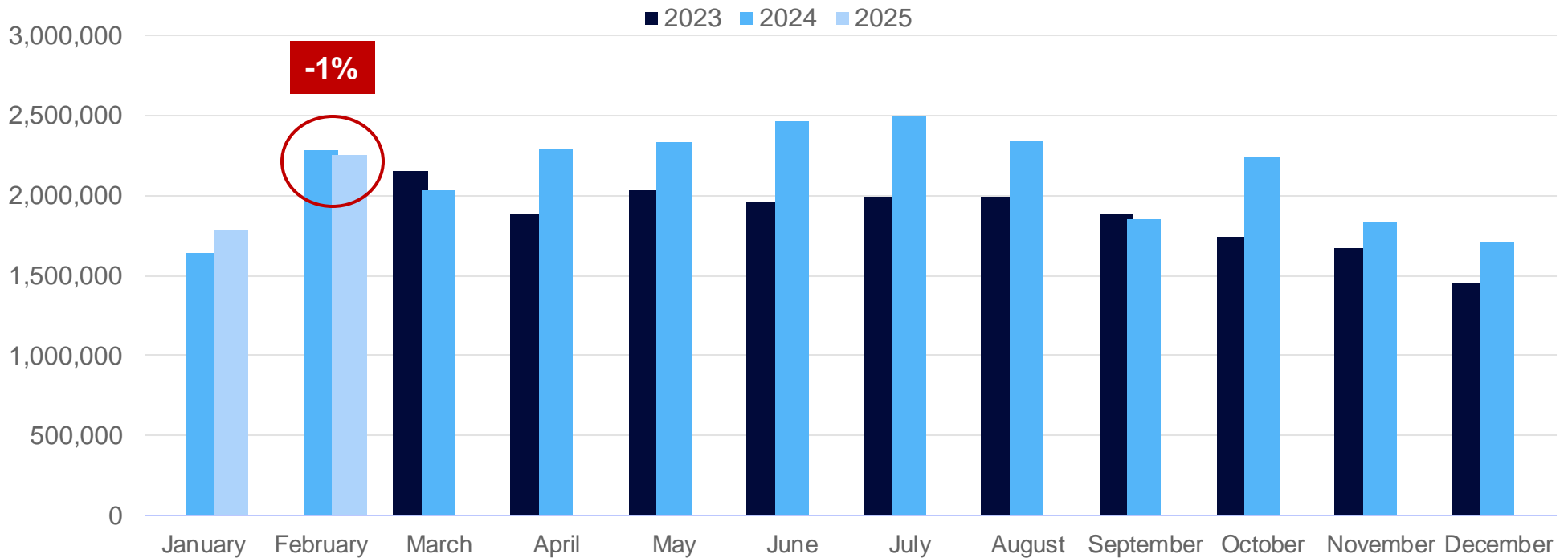
Fastest-Growing Job Postings Year-over-Year

In February, postings for Software Developers grew by 10,589 year-over-year.

Highest Job Postings Growth
Bachelor's and Above Levels, February 2025

Occupation	Growth
Software Developers, Applications	10,589
General and Operations Managers	7,091
Registered Nurses	4,770
Marketing Managers	3,981
Physical Therapists	3,535
Speech-Language Pathologists	2,993
Sales Managers	2,896
Elementary School Teachers, Except Special Ed	2,766
Recreation Workers	2,368
Industrial Engineers	2,241

Also in the top 10 for volume

Source: Gray DI's PES Job Postings Dashboard
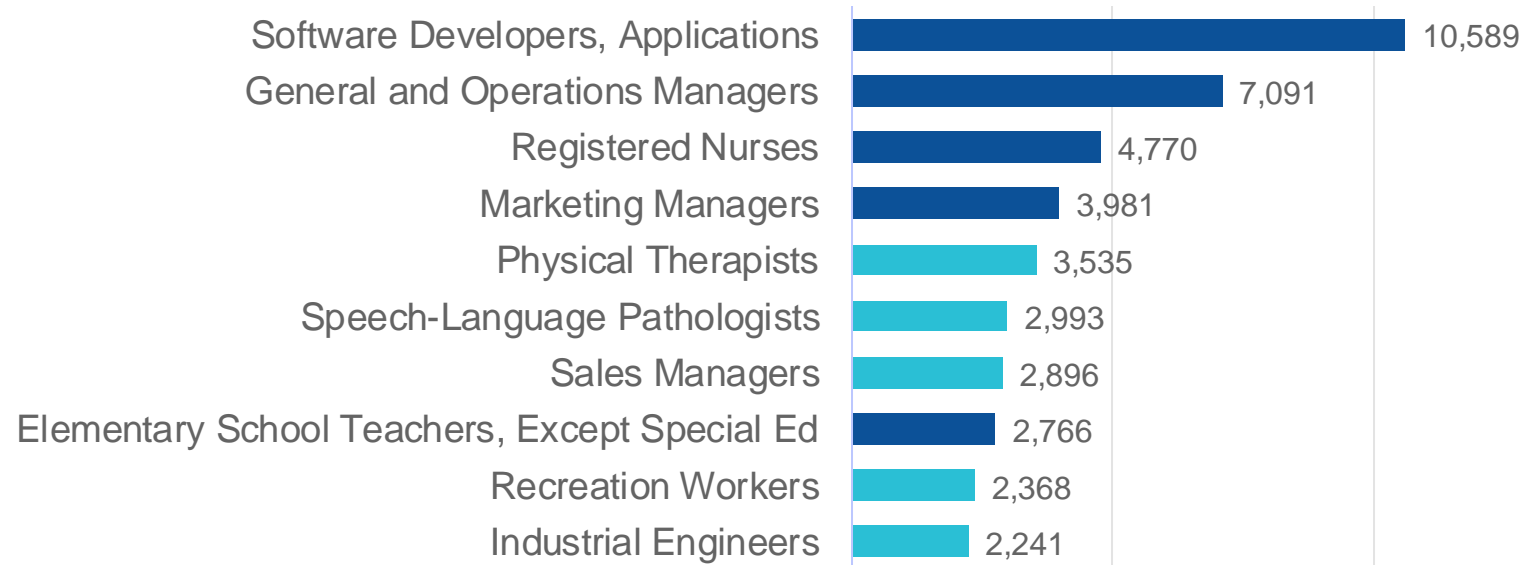
Which skills are growing in demand in the US?

Fastest-Growing Skills Volume, Bachelor's and Above
Listed in Job Postings, February, 2025 YoY Unit Change
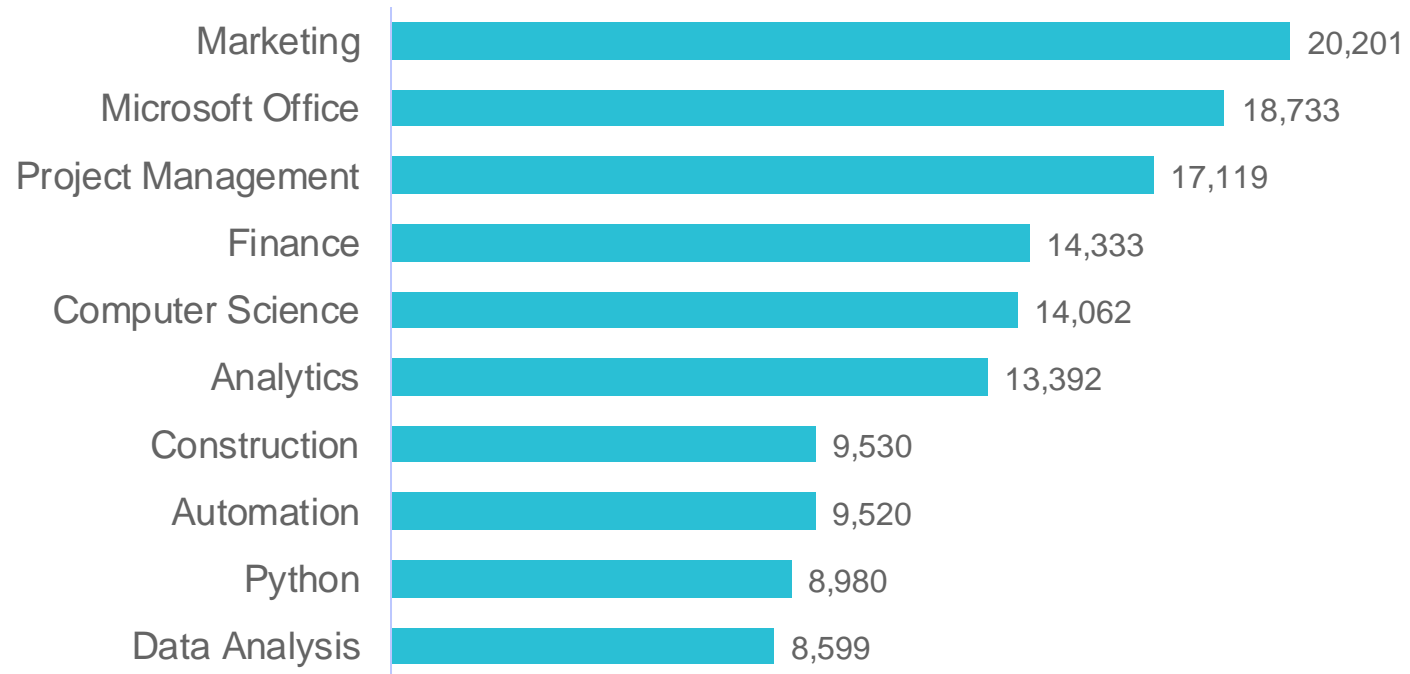
Skill	Value
Marketing	20,201
Microsoft Office	18,733
Project Management	17,119
Finance	14,333
Computer Science	14,062
Analytics	13,392
Construction	9,530
Automation	9,520
Python	8,980
Data Analysis	8,599

Source: Gray DI's PES Job Postings Dashboard

Agenda

How do I know if there is market demand for an academic program?

Rank all programs in your market for student demand, employment, and competition.

US Program Ranking
Bachelor's Award Level

CIP 🔍	Total Percentile	Student Demand Percentile	Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentile
51.2305 Music Therapy	93	71	95	95	50
52.1206 Information Resources Management	93	71	90	97	50
11.9999 Computer/Info Sci and Svcs, Other	93	71	79	98	50
50.0409 Graphic Design	92	97	50	79	50
50.0602 Cinematography and Film/Video Prod	92	96	98	62	50
52.0701 Entrepreneurship/ Entrepreneurial Studies	92	96	79	77	50
09.0902 Public Relations/ Image Management	92	95	90	79	50
45.0901 International Relations/ Affairs	92	95	74	83	50
51.0001 Health and Wellness, General	92	93	97	79	50
51.2207 Public Health Education and Promotion	92	89	98	80	50

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-20	-16	2	15	27	34	42	67

Source: Gray DI's PES Markets

Student Demand

Cinematography is in the 96th percentile for Student Demand in the US Market.

- Google searches are healthy as measured in total size but dropped 19% year-over-year.

- New student enrollment is strong in comparison to other programs and remains stable year over year.

- Completions are also sizeable, placing the program in the 95th percentile, and grew 3% year-over-year.

Student Demand
Score: 15 Percentile: 96

Category	Pctl	Criterion	Value	Score
Size	90	Google Search Volume (12 Months)*	646,290	2
	0	International Page Views (12 Months)	0	NS
	96	New Student Enrollment Volume (12 Mo.)	6,205	4
	96	On-ground Completions at In-Market Institutions	5,503	3
	86	Online Completions by In-Market Students	103	1
	95	Sum of On-ground and Online Completions	5,606	3
Growth	0	Google Search YoY Change (Units)*	-147,240	0
	77	New Student Enrollment Vol. YoY Change (Units)	11	0
	97	Completion Volume YoY Change (Units)	155	2
	16	Google Search YoY Change (%)*	-19%	0
	52	New Student Enrollment Vol. YoY Change (%)	0%	0
	68	Completion Volume YoY Change (%)	3%	0

Source: Gray DI's PES Markets

Employment

Overall, Cinematography is in the 62nd percentile for Employment in the US.

- There is a healthy volume of entry-level jobs.

- Historical job growth is above average.

- But other indicators suggest further evaluation may be needed:
  - Underemployment is high.
  - Market saturation is high.
  - Median wages for bachelor's grads are low.

Employment
Score: 3 Percentile: 62

Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	93	Job Postings Total (12 Months)	4,226	2
	93	BLS Current Employment	28,289	0
	93	BLS Annual Job Openings	2,596	0
Underemployed	11	Underemployed Percent of Graduates**	61%	0
Growth: Entry Jobs	78	BLS 1-Year Historical Growth	4.1%	0
	88	BLS 3-Year Historic Growth (CAGR)	4.7%	1
	38	BLS 10-Year Future Growth (CAGR)	0.6%	0
Saturation: Entry Jobs	24	Job Postings per Graduate	0.8	0
	36	BLS Job Openings per Graduate	0.5	0
Weighted-Avg BLS Wages	27	Entry 25th Percentile	$48,791	0
	23	Post Entry Median	$72,799	0
		Post Entry w/Associates Median	NA	NS
	18	Post Entry w/Bachelors Median	$69,276	NS
	20	Post Entry w/Masters Median	$89,374	NS
	42	Post Entry w/Doctoral Median	$113,391	NS
National American Community Survey Bachelor's Degree Outcomes*	8	% with Any Graduate Degree*	18%	NS
	12	% with Masters*	15%	NS
	17	% with Doct/Prof Degree*	3%	NS
	2	% Unemp. (Age <30)**	6%	NS
	64	% in Direct Prep Jobs*	11%	NS

Source: Gray DI's PES Markets

Competition

Cinematography graduates come from 159 institutions in the U.S.

- The average program size is in the 91st percentile, and the median is at the 80th percentile.

- Comparatively, cost per click is high.

- This very much an on-campus program, with only 2% of all completions estimated to be online.

Competitive Intensity
Score: 12 Percentile: 98

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	6	Campuses with Graduates**	159	4
	95	Campuses with Grads YoY Change (Units)**	-5	NS
	11	Institutions with Online In-Market Students**	7	0
In-Market Program Sizes	91	Average Program Completions	35	2
	80	Median Program Completions	15	1
	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market Saturation	35	Google Search * Cost per Click**	$9	2
	63	Google Competition Index**	0.09	3
National Online Competition	9	National Online Institutions (Units)**	9	NS
	61	Nat'l Online % of Institutions	4%	NS
	55	Nat'l Online % of Completions	2%	NS

Source: Gray DI's PES Markets

Who are the top competitors for Cinematography?

In 2023, five schools accounted for 25% of the total 5,606 completions.

Bachelor's in Cinematography
Top 5 Competitors

Campus	2023 Completions	5-yr CAGR	UG Tuition and Fees (in-state)	UG Tuition and Fees (out-of-state)
New York University	406	0.6%	$60,438	$60,438
Emerson College	298	-6.6%	$55,392	$55,392
Savannah College of Art and Design	267	14.4%	$40,595	$40,595
DePaul University	239	12.4%	$44,460	$44,460
University of Central Florida	186	11.3%	$6,368	$22,467

Top 5 Completions = 1,396

Bachelor's in Cinematography
US Completions 2018–2023

Bar chart showing Total Completions and Online Completions by year:
- 2018: 4,919 (Total), 196 (Online)
- 2019: 4,938 (Total), 72 (Online)
- 2020: 5,349 (Total), 74 (Online)
- 2021: 5,145 (Total), 117 (Online)
- 2022: 5,451 (Total), 105 (Online)
- 2023: 5,606 (Total), 103 (Online)

■ Total Completions ■ Online Completions
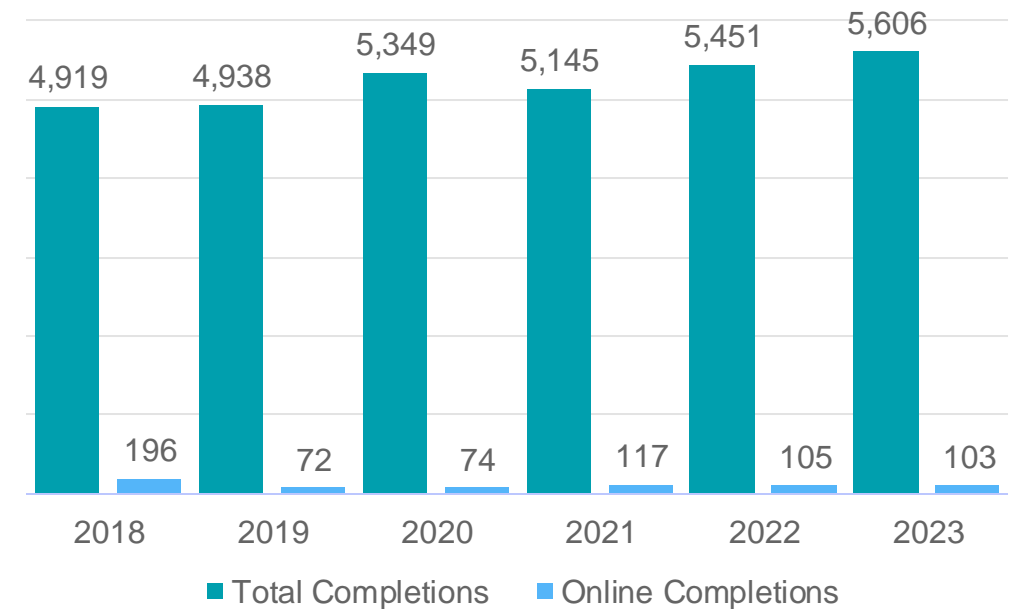
Degree Fit and Cost Benchmarking

- Bachelor's is an appropriate award level for Cinematography.

  - 62% of completions are at the bachelor's level
  - 58% of new enrollment is at bachelor's
  - 53% of the US workforce hold bachelor's degrees.

- Comparatively, this program's cost per student credit hour is relatively low.

Degree Fit
Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking	95	Average Cost per SCH Index**	0.63	NS
	81	Median Cost per SCH Index**	0.73	NS

National Completions by Level
Score: 0

National Workforce Ed. Attainment
Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				8%
Some College				15%
Certificate	17%	17%	9%	
Associates	10%	10%	23%	7%
Bachelors	62%	62%	58%	53%
Postbaccalaureate Certificate	0%	0%	0%	
Masters	11%	11%	10%	13%
Post-masters Certificate	0%	0%	0%	
Doctoral	0%	0%	0%	5%

Source: Gray DI's PES Markets

CIP: 50.0602 Cinematography and Film/Video Prod | **Award Level: Bachelors** | **Market: National** | **Total Score: 30** | **Percentile: 92**

Student Demand
Score: 15 Percentile: 96

Category	Pctl	Criterion	Value	Score
Size	90	Google Search Volume (12 Months)*	646,290	2
	0	International Page Views (12 Months)	0	NS
	96	New Student Enrollment Volume (12 Mo.)	6,205	4
	96	On-ground Completions at In-Market Institutions	5,503	3
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Competitive Intensity
Score: 12 Percentile: 98

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Volume of In-Market Competition	6	Campuses with Graduates**	159	4
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	80	Median Program Completions	15	1
	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market Saturation	35	Google Search * Cost per Click**	$9	2
	63	Google Competition Index**	0.09	3
National Online Competition	9	National Online Institutions (Units)**	9	NS
	61	Nat'l Online % of Institutions	4%	NS
	55	Nat'l Online % of Completions	2%	NS

Employment
Score: 3 Percentile: 62

Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	93	Job Postings Total (12 Months)	4,226	2
	93	BLS Current Employment	28,289	0
	93	BLS Annual Job Openings	2,596	0
Underemployed	11	Underemployed Percent of Graduates**	61%	0
Growth: Entry Jobs	78	BLS 1-Year Historical Growth	4.1%	0
	88	BLS 3-Year Historic Growth (CAGR)	4.7%	1
	38	BLS 10-Year Future Growth (CAGR)	0.6%	0
Saturation: Entry Jobs	24	Job Postings per Graduate	0.8	0
	36	BLS Job Openings per Graduate	0.5	0
Weighted-Avg BLS Wages	27	Entry 25th Percentile	$48,791	0
	23	Post Entry Median	$72,799	0
		Post Entry w/Associates Median	NA	NS
	18	Post Entry w/Bachelors Median	$69,276	NS
	20	Post Entry w/Masters Median	$89,374	NS
	42	Post Entry w/Doctoral Median	$113,391	NS
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	2	% Unemp. (Age <30)**	6%	NS
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Degree Fit
Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking	95	Average Cost per SCH Index**	0.63	NS
	81	Median Cost per SCH Index**	0.73	NS

National Completions by Level
Score: 0

National Workforce Ed. Attainment
Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				8%
Some College				15%
Certificate	17%	17%	9%	
Associates	10%	10%	23%	7%
Bachelors	62%	62%	58%	53%
Postbaccalaureate Certificate	0%	0%	0%	
Masters	11%	11%	10%	13%
Post-masters Certificate	0%	0%	0%	
Doctoral	0%	0%	0%	5%

CIP Description:
A program that prepares individuals to communicate dramatic information, ideas, moods, and feelings through the making and producing of films and videos. Includes instruction in theory of film, film technology and equipment operation, film production, film directing, film editing, cinematographic art, film audio, techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations.

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-20	-16	2	15	27	34	42	67

* - Google search do not filter by award level.
** - Percentiles are displayed in reverse (100% minus the percentile).
NA - No data available/not currently tracked.
NS - Not Scored in Rubrics (values = 0).
PCTL - Percentile

GRAY DI

Detailed data are critical, but sometimes are too much to communicate effectively.

The option to choose reporting "levels" is an effective asset as you move the program evaluation and discussion forward.

- The Gray DI PES Markets system currently provides you with two report choices, each with a differing level of detail but both with key data elements included.

  – We provide an AI program report that highlights key demand, employment, and competitive data in one page.

  – For a deeper view, the program summary report draws from more detailed scorecard data; in seven pages it covers scorecard areas in greater depth.

- We now have created an expanded program report and would like to present it to you today.

  – This report pulls additional data and trends information from our in-depth data sets to deliver a full summary report

Cinematography Program Report

You'd like to consider adding this program. How can you assess its potential for your institution?

Strong market demand data is crucial; however, each institution is different.

- Once you have a sense of demand, then how do you gage its possible size for *you*?

- With a size estimate, how can you tackle defining the economic value that may be created for *your* school?

- And then, can you "net" it out so that you have a clear understanding of its possible financials?
  - ➢ **A new program proposal, including a pro forma, can take months to prepare.**

Past, Present, and Future

Estimating Program Size
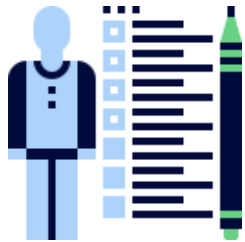
**Average Size
Median Size**

**Peer Institution Analysis
Accreditor's Data**

Build Machine Learning

Predict Program Size

School Attributes

- Size
- Sector (e.g., public)
- Focus and portfolio
- Selectivity
- Student types
- Location
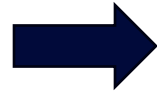
Machine Learning

Gradient Boosting

XGB Regressor

Random Forest

Etc.
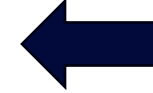
Program Attributes

- Size
- Size at similar schools
- Type (e.g., Engineering)
- Award level
- Modality
- Market data
- Program-portfolio fit

Over 90% Accuracy

Program Size

What is your institution's focus?

A small school with an arts focus can produce 3x the completions of a larger state school.

Bachelor's in Cinematography Program Size Predictions,
Completions at Maturity

CIP (Bachelor's)	Institution	2023 Completions	Status	On-Ground Prediction	Online Prediction	Both Prediction
50.0602 Cinematography and Film/Video Production	Art and Design Focus	850	New Program	76	75	75
50.0602 Cinematography and Film/Video Production	State School	2,930	New Program	22	26	24

Pro Forma Financials

You can know what programs cost before they are added to a program portfolio.

Predicted Size

+

Benchmark Cost per Student
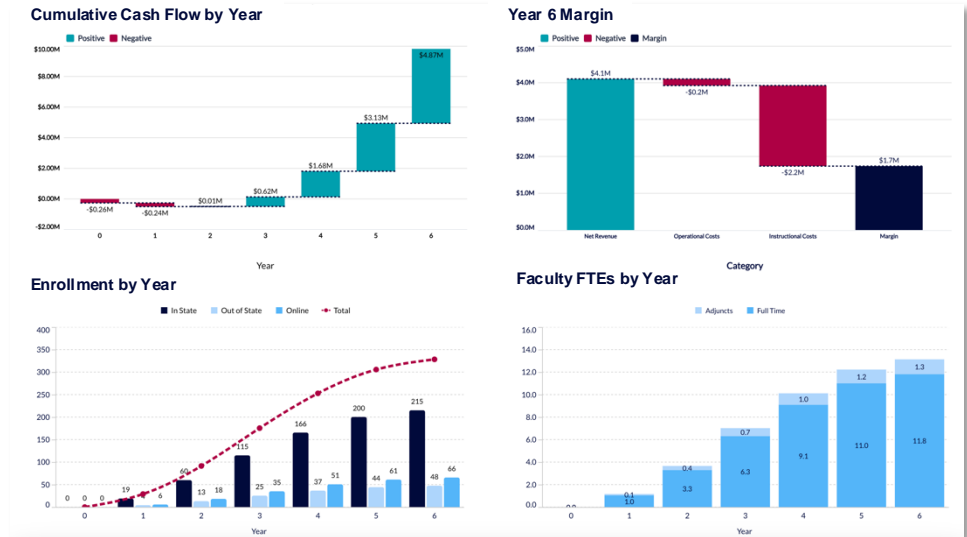
=

Pro Forma Financials

GRAY DI™

Bachelors: 50.0602 Cinematography and Film/Video Prod On-Ground
4-Year Program

Year 3	96	$0.80M	$2.10M	3/27/2025
Breakeven Point	Enrollment at Maturity	Gross Margin at Maturity	Cumulative Cashflow	

Cumulative Cash Flow by Year
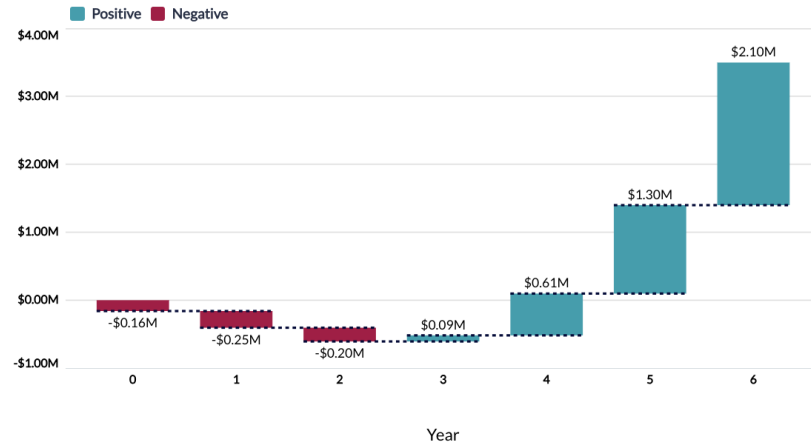
Year 6 Margins
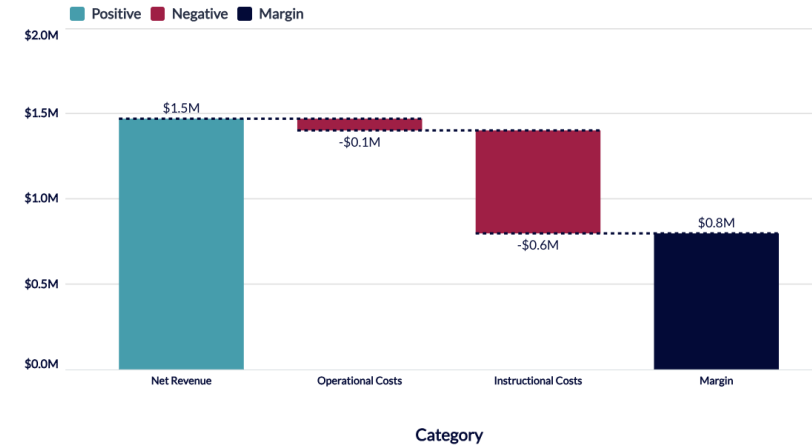
Enrollment by Year
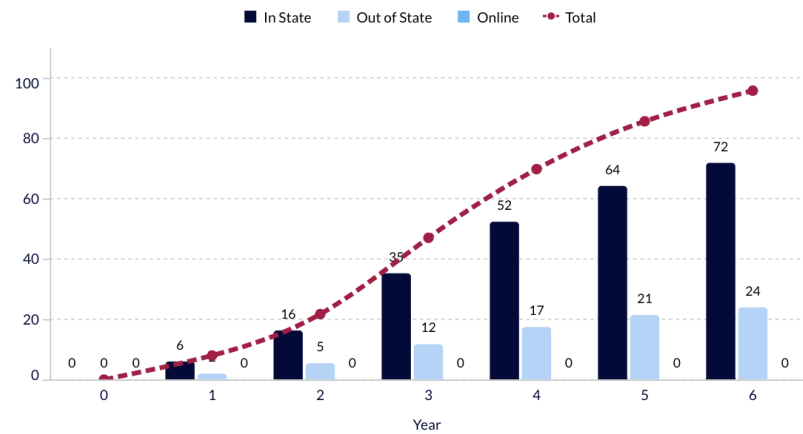
Faculty & Adjunct FTEs by Year
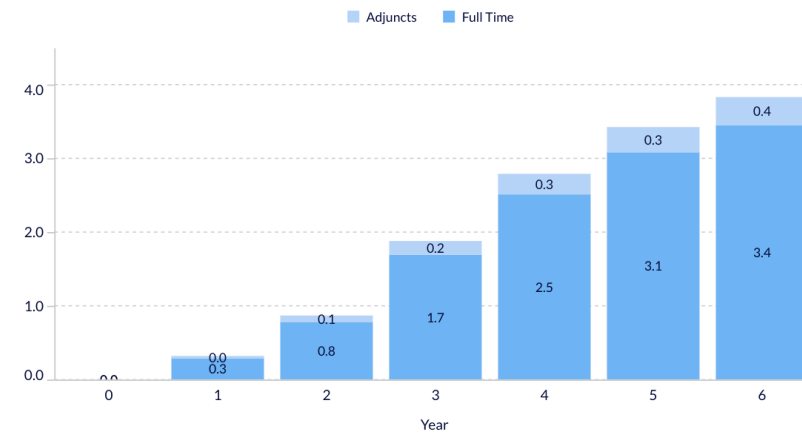
Summary

- Trends:
  - In February, Google searches for academic programs rose 12% year-over-year.
    - Public Administration searches grew by 312,700 year-over-year.
  - Fall 2024 new student enrollment in bachelor's programs fell 1% year-over-year while master's new enrollment is up 2%.
  - From Fall 2019– 2024, Finance and Business Analytics had the highest new enrollment growth.
  - In February, Software Developers had the highest job postings growth year-over-year and skills in marketing, Microsoft Office, and project management continue to be in high demand.

- Reminder: Evaluate the breadth of employment, not just direct preparation CIP-SOC matches, to get the full view of opportunity.
  - Bachelor's in Psychology grads go into 782 occupations; most are not directly related to their major.

- Market demand data informs decisions to start, stop, or grow programs. Additional data and tools provide further decision intelligence support for your processes.
  - Selecting the best report match can help with the communication and evaluation of program opportunity.
  - Predicting program size and building associated financials quickly informs those decisions for your individual institution.

Agenda

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