



GRAY
DECISION INTELLIGENCE

How to Read a Scorecard

The Scorecard provides an in-depth look at each major category. We will start by exploring Student Demand.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 99th percentile compared to all other bachelor's programs in the currently selected market (national).

The screenshot shows the Gray DI Scorecard interface. At the top, there are navigation tabs: Scoring, Program Rank, Summary, Scorecard (selected), Prog. x Market, Competitors, Data Table, and Workplace. Below the navigation, there are filters for CIP: 11.0103 Information Technology, Award Level: Bachelors, and Market: National. The main content area is divided into two sections: Student Demand and Employment. The Student Demand section is highlighted with a red border and shows a Score of 23 and Percentile of 99. The Employment section shows a Score of 20 and Percentile of 99. Both sections contain tables with columns for Category, Pctl, Criterion, Value, and Score.

Category	Pctl	Criterion	Value	Score
Size	93	Google Search Volume (3 Months)*	127,500	4
	99	International Page Views (12 Months)	2,526	NS
	98	New Student Enrollment Volume (12 Mo.)	9,957	8
	97	On-ground Completions at In-Market Institutions	8,631	3
	99	Online Completions by In-Market Students	4,592	4
	98	Sum of On-ground and Online Completions	13,223	4
Growth	8	Google Search YoY Change (Units)*	-4,830	NS
	1	New Student Enrollment Vol. YoY Change (Units)	-766	NS
	99	Completion Volume YoY Change (Units)	1,098	NS
	46	Google Search YoY Change (%)*	-4%	NS
	39	New Student Enrollment Vol. YoY Change (%)	-7%	NS
69	Completion Volume YoY Change (%)	9%	NS	

Category	Pctl	Criterion
Size: Entry Jobs	98	Job Postings Total (12 Months)
	98	BLS Current Employment
	98	BLS Annual Job Openings
Underemployed	4	Underemployed Percent of Graduates**
Growth: Entry Jobs	91	BLS 1-Year Historical Growth
	91	BLS 3-Year Historic Growth (CAGR)
	29	BLS 10-Year Future Growth (CAGR)
Saturation: Entry Jobs	99	Job Postings per Graduate
	96	BLS Job Openings per Graduate
Weighted Avg BLS Wages	95	Entry 25th Percentile
	84	Post Entry Median
		Post Entry w/Associates Median
	90	Post Entry w/Bachelors Median

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

We can see that this program (11.0103 Information Technology) has had 9,957 New Student Enrollments in the past 12 months. The Pctl column shows us that this value is in the 98th percentile compared to the new student enrollment volumes of all other bachelor's programs in the nation.

Now that we know how to read an individual metric on the Scorecard, let's discuss the category of Student Demand more broadly. This category looks at Google search, New Student Enrollment, and Completion volumes, as well as how each of those areas has trended year over year.

This creates two distinct sub-categories:

- Size
- Growth

You can combine this information to see the broader story of Student Demand. In this case, the Size sub-category shows us that this is a large program. Google Search Volume is in the 93rd percentile, New Student Enrollment is in the 98th Percentile, and the Sum of On-ground and Online Completions is also in the 98th percentile.

In the Growth sub-category, we can see that Google Search Volume is down year over year by 4,830 searches, which is a 4% decrease. New Student Enrollment is also down year over year seeing a decrease of 766 or 7%. However, Completions have grown by 9% year over year.

Overall, this seems to be large , with mixed signals around the growth of this program. When you combine all of the data in the Student Demand category, this program scores in the 99th percentile.

CIP: 11.0103 Information Technology					Award Level: Bachelors			Market: National		
Student Demand Score: 23 Percentile: 99					Employment Score: 20 Percentile: 99					
Category	Pctl	Criterion	Value	Score	Category	Pctl	Criterion	Value	Score	
Size	93	Google Search Volume (3 Months)*	127,500	4	Size: Entry Jobs	98	Job Postings Total (12 Months)			
	99	International Page Views (12 Months)	2,526	NS		98	BLS Current Employment			
	98	New Student Enrollment Volume (12 Mo.)	9,957	8		98	BLS Annual Job Openings			
	97	On-ground Completions at In-Market Institutions	8,631	3	Underemployed	4	Underemployed Percent of Graduates**			
	99	Online Completions by In-Market Students	4,592	4	Growth: Entry Jobs	91	BLS 1-Year Historical Growth			
	98	Sum of On-ground and Online Completions	13,223	4		91	BLS 3-Year Historic Growth (CAGR)			
Growth	8	Google Search YoY Change (Units)*	-4,830	NS	29	BLS 10-Year Future Growth (CAGR)				
	1	New Student Enrollment Vol. YoY Change (Units)	-766	NS	Saturation: Entry Jobs	99	Job Postings per Graduate			
	99	Completion Volume YoY Change (Units)	1,098	NS		96	BLS Job Openings per Graduate			
	46	Google Search YoY Change (%)*	-4%	NS	Weighted Avg BLS Wages	95	Entry 25th Percentile			
	39	New Student Enrollment Vol. YoY Change (%)	-7%	NS		84	Post Entry Median			
	69	Completion Volume YoY Change (%)	9%	NS			Post Entry w/Associates Median			
				90		Post Entry w/Bachelors Median				
Competitive Intensity Score: -9 Percentile: 1						96	Post Entry w/Masters Median			
						90	Post Entry w/Doctoral Median			
Category	Pctl	Criterion	Value	Score	National American Community Survey Bachelor's Degree Outcomes	17	% with Any Graduate Degree*			
	96	Campuses with Graduates**	263	6		33	% with Masters*			
						10	% with Doct/Prof Degree*			
						87	% Unemp. (Age <30)**			

Next, we will explore the category of Competitive Intensity.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 29th percentile compared to all other bachelor’s programs in the currently selected market (national).

Size	99	International Page Views (12 Months)	2,526	NS	Size: Entry Jobs	98	BLS Current Employment	
	98	New Student Enrollment Volume (12 Mo.)	9,957	8		98	BLS Annual Job Openings	
	97	On-ground Completions at In-Market Institutions	8,631	3		Underemployed	4	Underemployed Percent of Graduates**
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69	Completion Volume YoY Change (%)	9%	NS	90		Post Entry w/Bachelors Median		
				96	Post Entry w/Masters Median			
					90	Post Entry w/Doctoral Median		
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					33	% with Masters*		
					10	% with Doct/Prof Degree*		
					87	% Unemp. (Age <30)**		
					96	% in Direct Prep Jobs*		

Competitive Intensity				
Score: -9 Percentile: 1				
Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	96	Campuses with Graduates**	263	-6
	99	Campuses with Grads YoY Change (Units)**	17	NS
	99	Institutions with Online In-Market Students**	87	NS
In-Market Program Sizes	86	Average Program Completions	33	0
	71	Median Program Completions	13	0
	47	YoY Median Prog. Compl. Change (Units)	-1	NS
	42	YoY Median Prog. Compl. Change (%)	-11%	NS
In-Market Saturation	97	Google Search * Cost per Click**	\$26	-3
	89	Google Competition Index**	0.67	0
	99	National Online Institutions (Units)**	98	NS

-- IPEDS Demographics (Not Scored) -----		
Category	Pctl	Criterion
IPEDS Gender	14	Female
	85	Male

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

Let’s use the first line, “Campuses with Graduates,” as an example.

We can see that for this program (11.0103 Information Technology), there are 263 Campuses with Graduates at the bachelor’s award level in the currently selected market (national). Compared to all other programs, this is a 96th percentile value, potentially indicating that there is a high volume of competition.

Now that we know how to read an individual metric on the Scorecard, let’s discuss the category of Competitive Intensity. This category looks at measures of competition: How many competitors are there? How large are these programs? How competitive/ expensive is it to capture Google search volume? These are some of the questions that this category addresses.

There are a few sub-categories of Competitive Intensity:

- Volume of In-Market Competition
- In-Market Program Sizes
- In-Market Saturation
- National Online Competition

You can combine this information to see the broader story of Competitive Intensity. In this case, we can see that there is a large volume of in-market competition with 263 campuses with graduates in the currently selected market (national), as well as a net change of two new campuses with graduates compared to last year.

The In-Market Program Sizes sub-category shows us that despite a large volume of competitors, the average program has 33 completions, which is in the 86th percentile. The median program completion size of 13 falls into the 71st percentile. We do see that year over year, the median completion size for these programs has decreased by 11% compared to the previous year.

We can see from the In-Market Saturation sub-category that Google keywords around this program have an average cost per click of \$26, which is in the 97th percentile compared to all other programs.

Finally, we see that this program has a strong online presence, with 35% of completions nationally happening online.

Growth	96	Sum of On-ground and Online Completions	13,223	4
	8	Google Search YoY Change (Units)*	-4,830	NS
	1	New Student Enrollment Vol. YoY Change (Units)	-766	NS
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Competitive Intensity	
Score: -9 Percentile: 1	

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Volume of In-Market Competition	96	Campuses with Graduates**	263	-6
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In-Market Saturation	42	YoY Median Prog. Compl. Change (%)	-11%	NS
	97	Google Search * Cost per Click**	\$26	-3
	89	Google Competition Index**	0.67	0
National Online Competition	99	National Online Institutions (Units)**	98	NS
	90	Nat'l Online % of Institutions	25%	NS
	91	Nat'l Online % of Completions	35%	NS

Jobs	91	BLS 3-year Historic Growth (CAGR)
	29	BLS 10-Year Future Growth (CAGR)
Saturation: Entry Jobs	99	Job Postings per Graduate
	96	BLS Job Openings per Graduate
Weighted Avg BLS Wages	95	Entry 25th Percentile
	84	Post Entry Median
		Post Entry w/Associates Median
	90	Post Entry w/Bachelors Median
	96	Post Entry w/Masters Median
National American Community Survey Bachelor's Degree Outcomes*	90	Post Entry w/Doctoral Median
	17	% with Any Graduate Degree*
	33	% with Masters*
	10	% with Doct/Prof Degree*
	87	% Unemp. (Age <30)**
	96	% in Direct Prep Jobs*

-- IPEDS Demographics (Not Scored) --

Category	Pctl	Criterion
IPEDS Gender	14	Female
	85	Male
IPEDS Ethnicity	82	American Indian or Alaska Native
	85	Asian
	85	Black or African American
	63	Hispanic or Latino
	87	Native Hawaiian or Other Pacific Islander
	16	White

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.

Now let's dive into the Employment category of the Scorecard.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 91st percentile compared to all other bachelor's programs in the currently selected market (national).

Employment
Score: 20 Percentile: 99

Value	Score	Category	Pctl	Criterion	Value	Score
127,500	4	Size: Entry Jobs	98	Job Postings Total (12 Months)	75,161	NS
2,526	NS		98	BLS Current Employment	149,198	NS
9,957	8		98	BLS Annual Job Openings	12,906	NS
8,631	3	Underemployed	4	Underemployed Percent of Graduates**	24%	0
4,592	4	Growth: Entry Jobs	91	BLS 1-Year Historical Growth	0.4%	NS
13,223	4		91	BLS 3-Year Historic Growth (CAGR)	2.7%	1
-4,830	NS		29	BLS 10-Year Future Growth (CAGR)	1.3%	0
-766	NS	Saturation: Entry Jobs	99	Job Postings per Graduate	5.7	4
1,098	NS		96	BLS Job Openings per Graduate	1.0	NS
-4%	NS	Weighted Avg BLS Wages	95	Entry 25th Percentile	\$63,102	9
-7%	NS		84	Post Entry Median	\$90,692	6
9%	NS			Post Entry w/Associates Median	NA	NS
			90	Post Entry w/Bachelors Median	\$87,201	NS
			96	Post Entry w/Masters Median	\$113,879	NS
		90	Post Entry w/Doctoral Median	\$114,547	NS	

Degree Fit
Score: 0 Percentile: 0

National Completion
Score: 0

Award Level

- No College
- Some College
- Certificate
- Associates
- Bachelors
- Postbaccalaureate Cert
- Masters

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

Let's use the first line, "Job Postings Total (12 Months)," as an example.

We can see that for this program (11.0103 Information Technology), there were 75,161 Job Postings in the past 12 months, and the Pctl column shows us that this value is in the 96th percentile compared to all other programs. As a quick reminder, these job postings are specific to our selected market (in this case, the nation).

Now that we know how to read an individual metric on the Scorecard, let's discuss the category of Employment more broadly. This category looks at three main data sources: Bureau of Labor Statistics (BLS) data, American Community Survey (ACS) data, as well as alumni profile data that tracks real outcomes for graduates of specific programs.

There are several sub-categories of Employment:

- Size: Entry Jobs
- Underemployed
- Growth: Entry Jobs
- Saturation: Entry Jobs
- Weighted Avg BLS Wages
- National American Community Survey Bachelor's Degree Outcomes

You can combine this information to see the broader story of Employment. In this case, we can see that the entry-level job market is large, with 75,161 relevant job postings in the past year, which is in the 96th percentile. We can also see that wages for graduates of this program are strong, with Post Entry w/Bachelor's Median wage of \$87,201, which is in the 90th percentile compared to all other programs. Furthermore, for those who go on to earn a master's degree (in any field), the Median wages go up to \$113,879.

Lastly looking at some of the ACS data, we can see that 56% of Bachelor's graduates of this program go on to work in Direct Preparation Jobs.

The screenshot shows a Scorecard interface with the following sections:

- Award Level: Bachelors** | **Market: National**
- Employment** (Score: 20, Percentile: 99)

Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	98	Job Postings Total (12 Months)	75,161	NS
	98	BLS Current Employment	149,198	NS
	98	BLS Annual Job Openings	12,906	NS
Underemployed	4	Underemployed Percent of Graduates**	24%	0
Growth: Entry Jobs	91	BLS 1-Year Historical Growth	0.4%	NS
	91	BLS 3-Year Historic Growth (CAGR)	2.7%	1
	29	BLS 10-Year Future Growth (CAGR)	1.3%	0
Saturation: Entry Jobs	99	Job Postings per Graduate	5.7	4
	96	BLS Job Openings per Graduate	1.0	NS
Weighted Avg BLS Wages	95	Entry 25th Percentile	\$63,102	9
	84	Post Entry Median	\$90,692	6
		Post Entry w/Associates Median	NA	NS
	90	Post Entry w/Bachelors Median	\$87,201	NS
	96	Post Entry w/Masters Median	\$113,879	NS
National American Community Survey Bachelor's Degree Outcomes*	90	Post Entry w/Doctoral Median	\$114,547	NS
	17	% with Any Graduate Degree*	23%	NS
	33	% with Masters*	21%	NS
	10	% with Doct/Prof Degree*	2%	NS
	87	% Unemp. (Age <30)**	4%	NS
	96	% in Direct Prep Jobs*	56%	NS
- Degree Fit** (Score: 0, Percentile: 50)

Category	Pctl	Criterion
Cost Benchmarking**	21	Average Cost per Student
	22	Median Cost per Student
- National Completions by Level** (Score: 0)

Award Level	Completions (National)	Completion Rate (M)
No College		
Some College		
Certificate	22%	
Associates	17%	
Bachelors	41%	
Postbaccalaureate Certificate	1%	
Masters	18%	
Post-masters Certificate	0%	
Doctoral	0%	
- CIP Description:**
A program that focuses on the design of technological solutions to business and research data and communications principles of computer hardware and software components, user tactics, application testing, and human interface design.

The Scorecard also includes IPEDS-reported demographic information.

This category does not impact the scoring.

You can look at both the demographics of your selected program in your selected market, as well as how they compare to ALL programs within your selected market.

-4%	NS		95	Entry 20th Percentile	\$95,102	9	
-7%	NS		84	Post Entry Median	\$90,692	6	
9%	NS			Post Entry w/Associates Median	NA	NS	
		Weighted Avg BLS Wages	90	Post Entry w/Bachelors Median	\$87,201	NS	
			96	Post Entry w/Masters Median	\$113,879	NS	
			90	Post Entry w/Doctoral Median	\$114,547	NS	
		National American Community Survey Bachelor's Degree Outcomes*	17	% with Any Graduate Degree*	23%	NS	
			33	% with Masters*	21%	NS	
			10	% with Doct/Prof Degree*	2%	NS	
			87	% Unemp. (Age <30)**	4%	NS	
			96	% in Direct Prep Jobs*	56%	NS	

Value	Score
263	-6
17	NS
87	NS
33	0
13	0
-1	NS
-11%	NS
\$26	-3
0.67	0
98	NS
25%	NS
35%	NS

Category	Pctl	Criterion	This Program In-Market	All Programs In-Market
IPEDS Gender	14	Female	23%	58%
	85	Male	77%	42%
IPEDS Ethnicity	82	American Indian or Alaska Native	1%	0%
	85	Asian	13%	8%
	85	Black or African American	14%	9%
	63	Hispanic or Latino	14%	16%
	87	Native Hawaiian or Other Pacific Islander	0%	0%
	16	White	43%	54%
	73	International	6%	5%
84	Other/Unknown	10%	7%	

CIP Description:	
A program that focuses as solutions to business principles of computer user tactics, application	
Total Percentile	0
Total Score	-4
** Color Scale in Reverse	
Percentile (Reverse)	

The final category to explore is Degree Fit.

Degree Fit will quickly help you identify if a program has a body of completions at your selected award level. The role that this category plays is to help ensure that the CIP code you choose is a fit. In most cases, you will see a score of 50th percentile, essentially a neutral score.

You want to pay attention if you ever see a score lower than the 50th percentile, as this indicates that you may need to look further.

Degree Fit
Score: 0 Percentile: 50

The final section of the Scorecard to look at is the Cost Benchmarking table.

This table does not impact the scoring.

The Cost Benchmarking data included here shows the Average and Median cost index per Student Credit Hour (SCH). This data comes from Gray DI's database of participating institutions that work with our PES Economics and Outcomes system.

Values are indexed to the average so that the average program has a value of 1.0. A value less than one would indicate that the Cost per SCH is less than the average program.

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Total Score: 34
Percentile: 99

Degree Fit
Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking**	21	Average Cost per SCH Index**	0.42	NS
	22	Median Cost per SCH Index**	0.76	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				6%

Degree Fit looks primarily at the National Completions by Level and National Workforce Ed. Attainment table.

This table shows the percentage of completions for this program reported at each award level. For this program, 41% of completions happen at the bachelor's award level.

If we were reviewing this program at the doctoral level, where 0% of completions are reported, we would have seen the Degree Fit header highlighted in pink, indicating that this CIP code may not be a match for this award level.

The BLS Educational Attainment column (right-hand side of the table) shows the highest level of education achieved by those currently employed in direct preparation jobs related to this program. This can also help determine whether a CIP code is a good match for a particular award level.

Note: This table will not change based on your award level filters, it will always show you data across all award levels for your selected CIP

12 Months)	75,161	NS	<table border="1"> <tr> <td>Cost</td> <td>21</td> <td>Average Cost per SCH Index**</td> <td>0.42</td> <td>NS</td> </tr> <tr> <td>Benchmarking**</td> <td>22</td> <td>Median Cost per SCH Index**</td> <td>0.76</td> <td>NS</td> </tr> </table>					Cost	21	Average Cost per SCH Index**	0.42	NS	Benchmarking**	22	Median Cost per SCH Index**	0.76	NS																																																														
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