



**GRAY**<sup>™</sup>  
DECISION INTELLIGENCE

# **Demand for Higher-Education Programs: Community Colleges**

April 23<sup>rd</sup>, 2025

# Agenda

**What is a Program Evaluation System?**

**Student Demand**

**Employment: Current Indicators**

**Nuventive Program Management**

**Summary**

# Program Evaluation System Overview



# Agenda

What is a Program Evaluation System?

Student Demand: Google

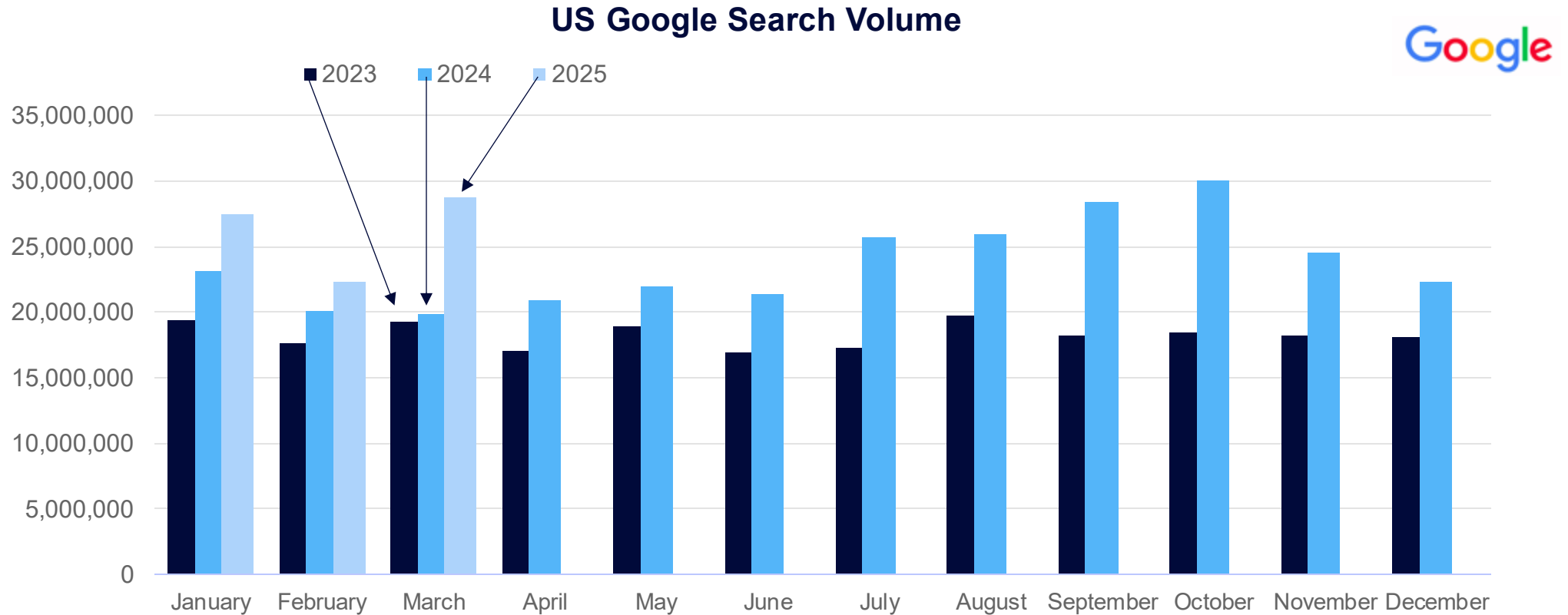
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# Google Search Trends: Programs

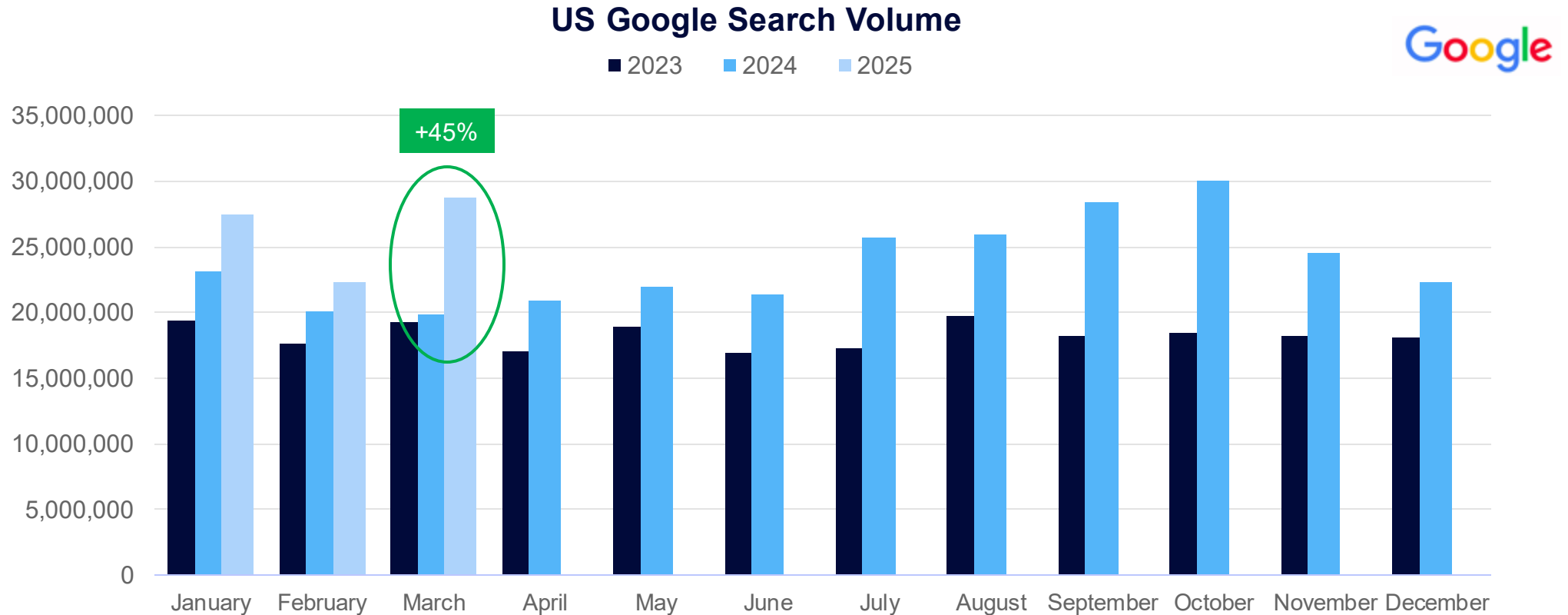
Gray DI tracks searches for over 900 programs (90% of all US completions).



Source: PES Keyword Search Dashboard

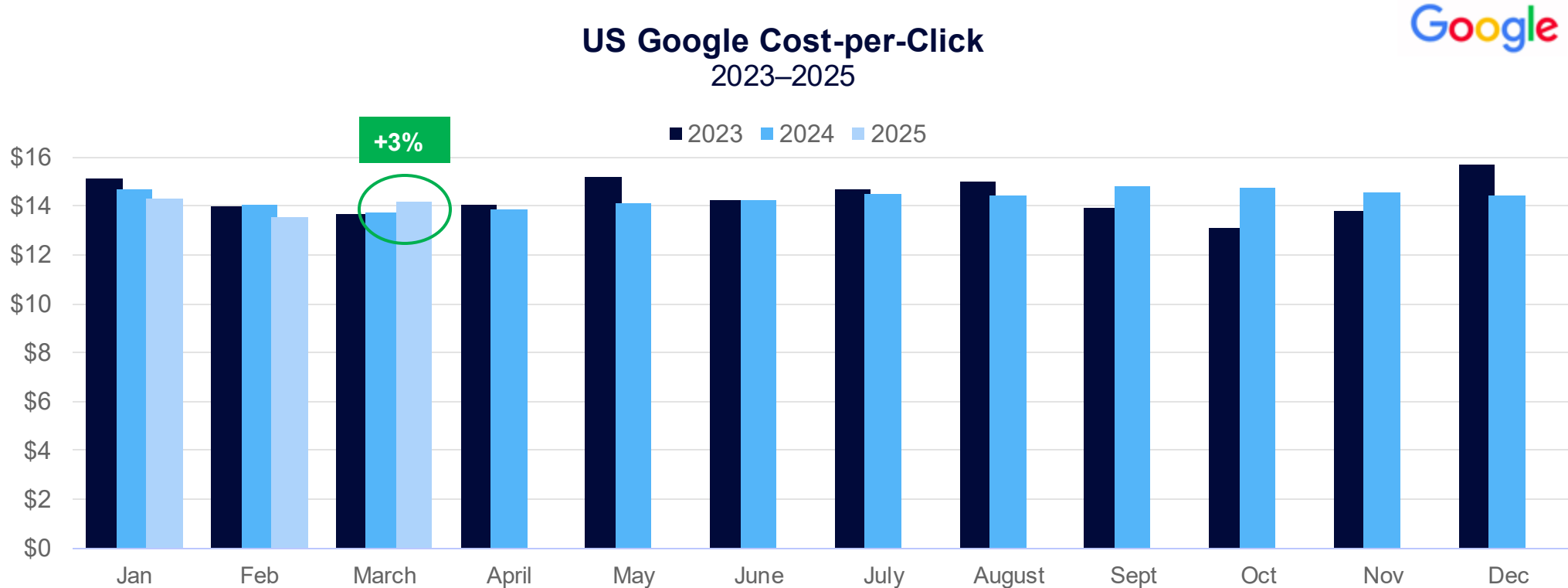
# Google Search Trends: Programs

In March 2025, Google searches for academic programs grew 45% year-over-year.



# Google Search Trends: Cost-per-Click

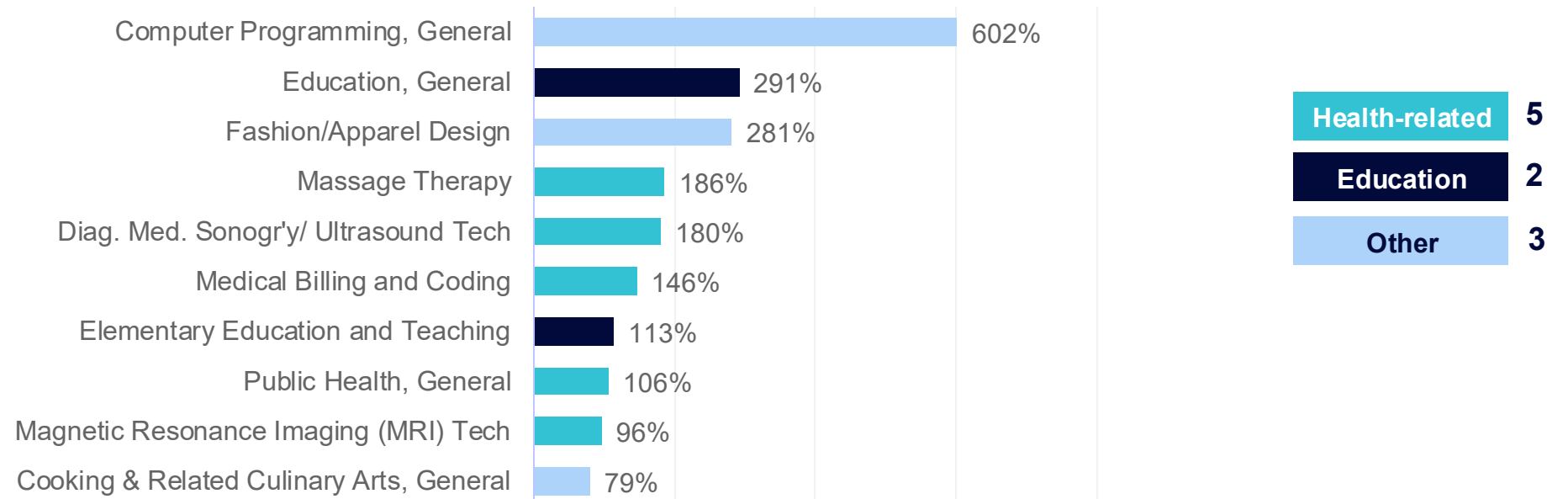
In March 2025, the average Google cost-per-click rose 3% year-over-year.



# Google: Programs with Fastest-Growing US Search Volumes

In March, searches for Computer Programming rose 602% year-over-year.

Programs with the Fastest-Growing Google Search Volume\*  
March 2025 YoY



\*Excludes programs only offered at the bachelor's and above award level  
Minimum 25,000 searches in March 2024



# Agenda

What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

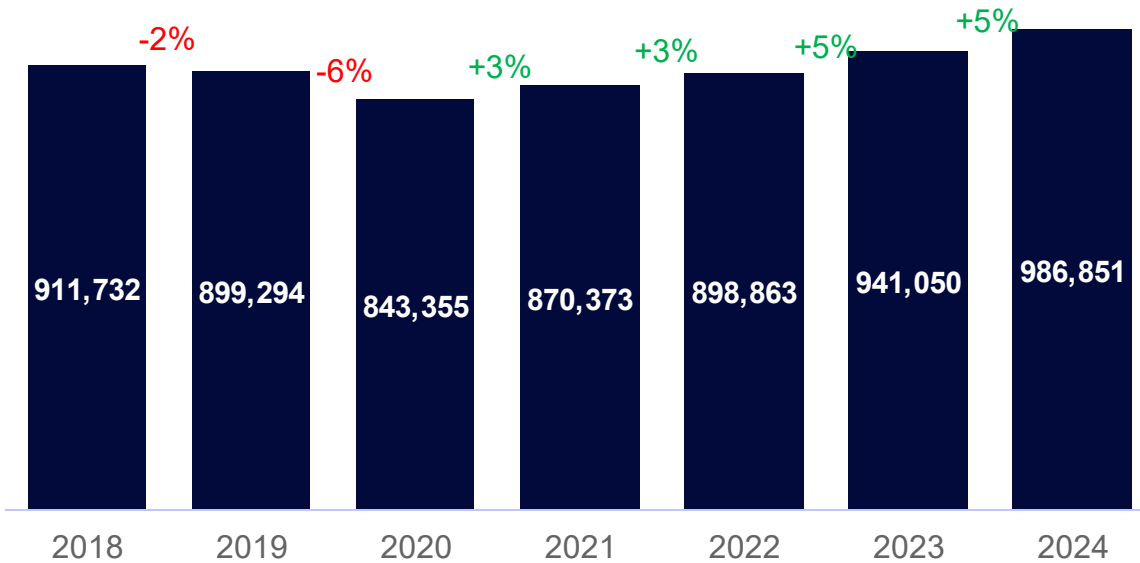
Nuventive Program Management

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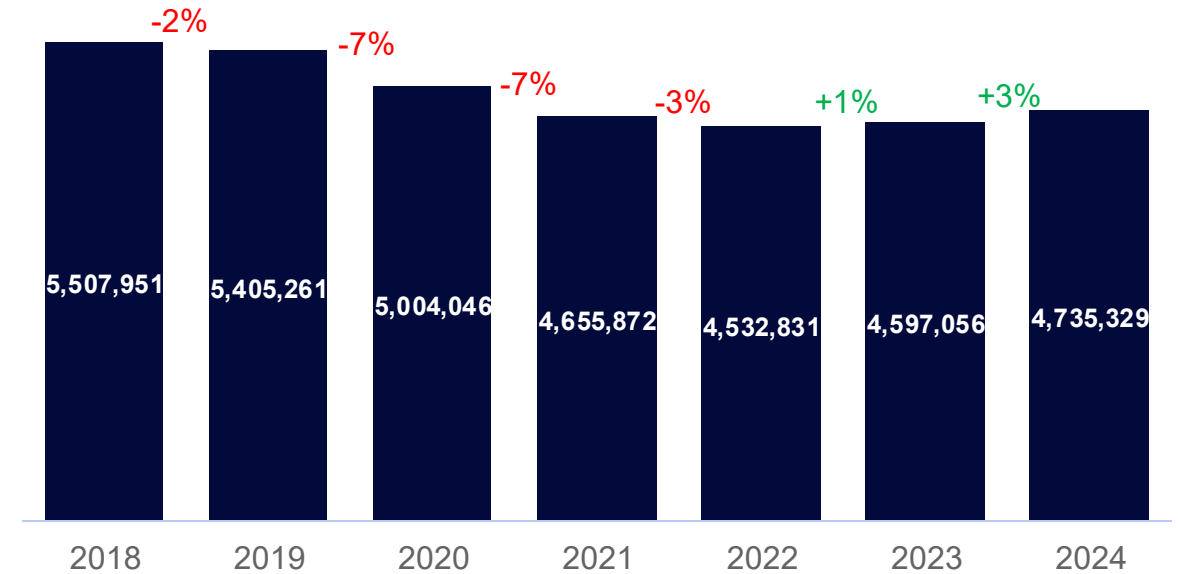
## Fall 2024 Total Enrollment: Good News!

In Fall 2024, certificate total enrollment rose 5%; associate enrollment rose 3%.

**US Total Enrollment**  
Certificate, Fall 2018–2024



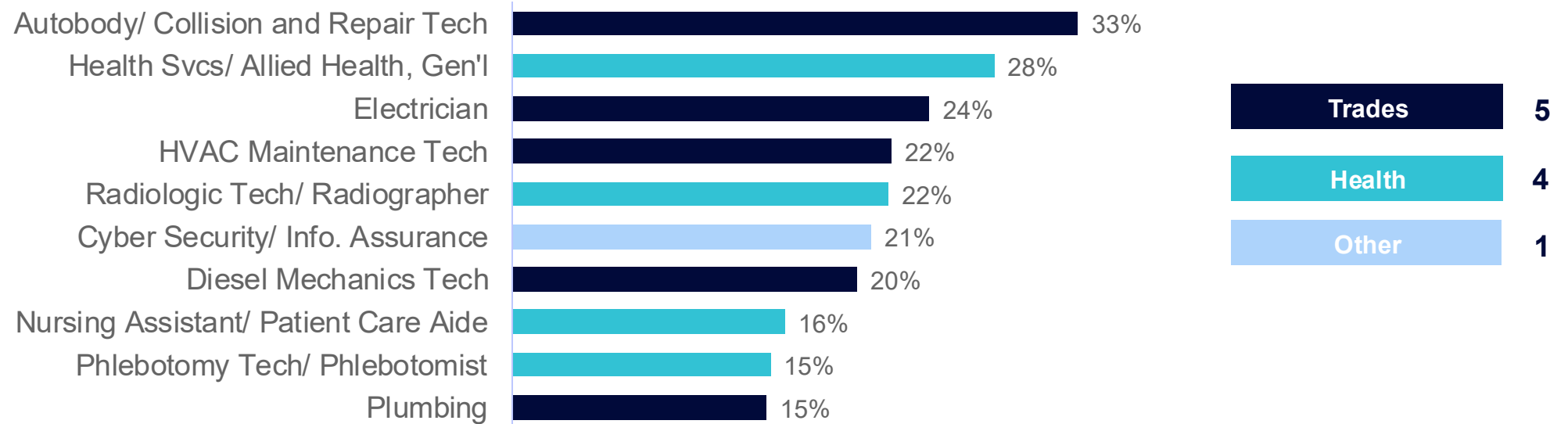
**US Total Enrollment**  
Associate, Fall 2018–2024



## Undergraduate Certificates: Fall 2024 Year-over-Year Growth

In Fall 2024, Autobody/Collision and Repair Tech enrollment grew 33% year-over-year.

### US Fastest-Growing Enrollment\* Undergraduate Certificate Programs Fall 2024 YoY



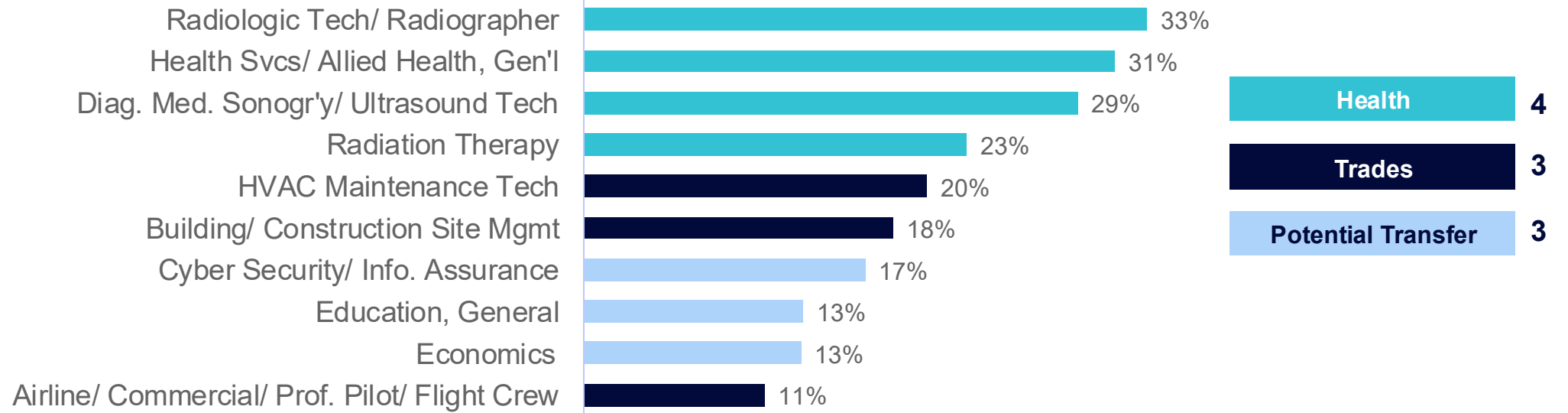
\*Minimum enrollment Fall 2023: 3,000

## Associate: Fall 2024 Year-over-Year Growth

At the associate level, Radiologic Tech/Radiographer grew 33%.

### US Fastest-Growing New Enrollment

Associate Programs  
Fall 2024 YoY



\*Minimum enrollment Fall 2023: 6,000

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Student Demand: Coursera

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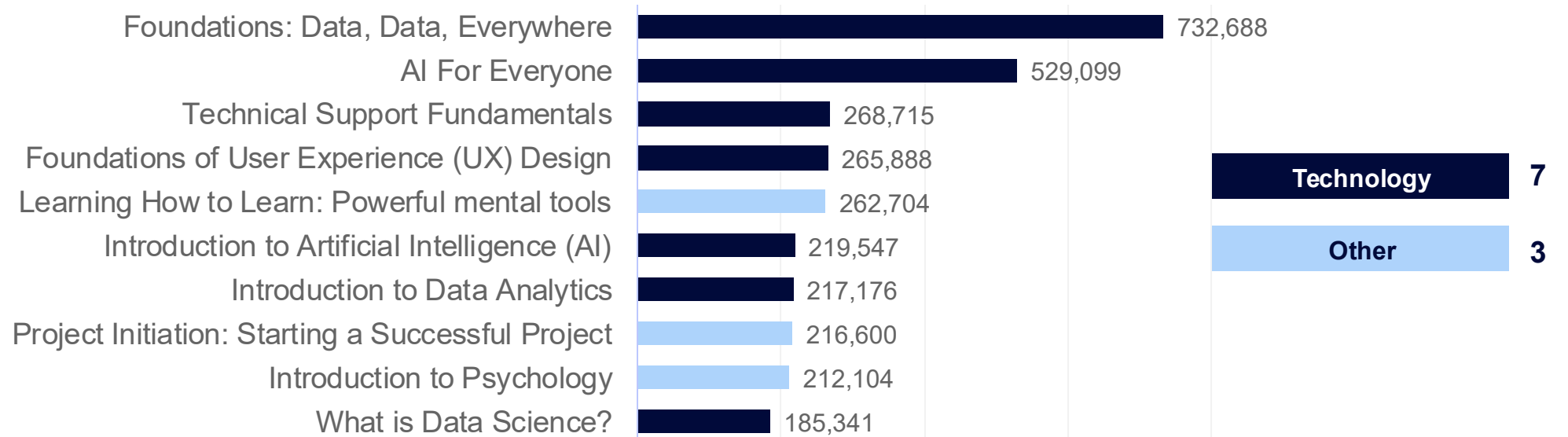
## Non-Degree Demand: Coursera

**As of March 2025, almost 145 million learners since inception (2012).**

- From March 2024 to 2025, Foundations: Data, Data, Everywhere enrolled 732,688 students.

### Highest Enrollment Volume

March 2024 to 2025



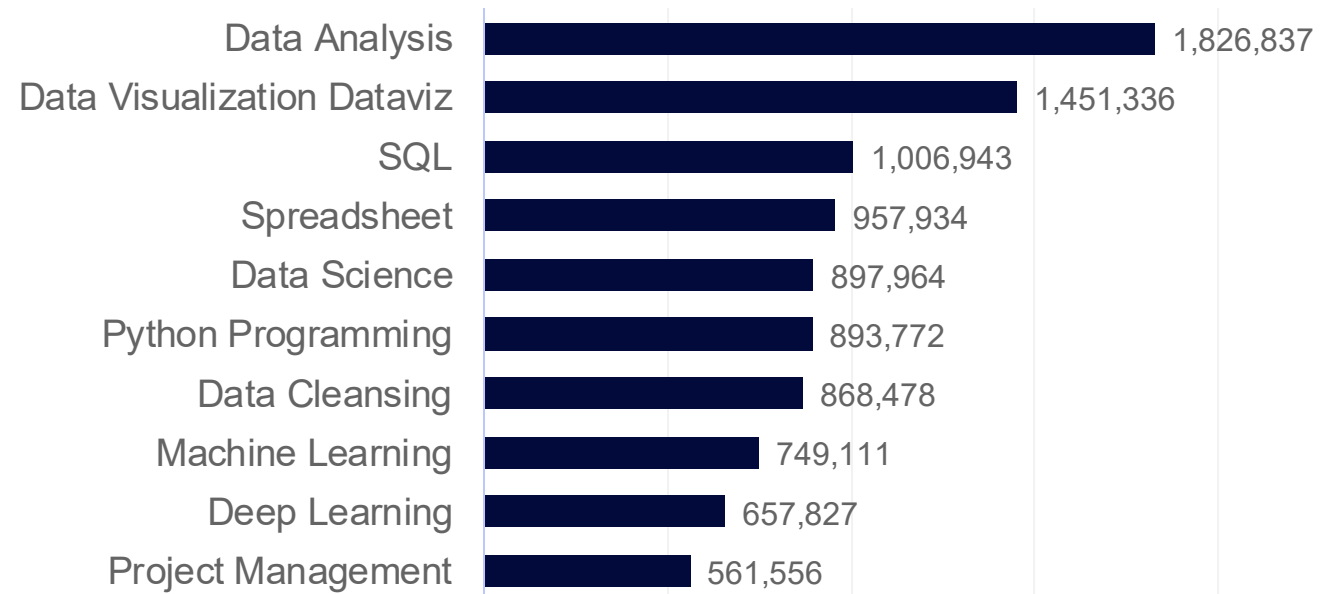
## Non-Degree Demand: Most Skills Taught on Coursera

From March 2024 to March 2025, Data Analysis was the most-taught skill.

- All the 10 most frequently taught skills were in technology.

### Highest Skills Volume

March 2024 to 2025



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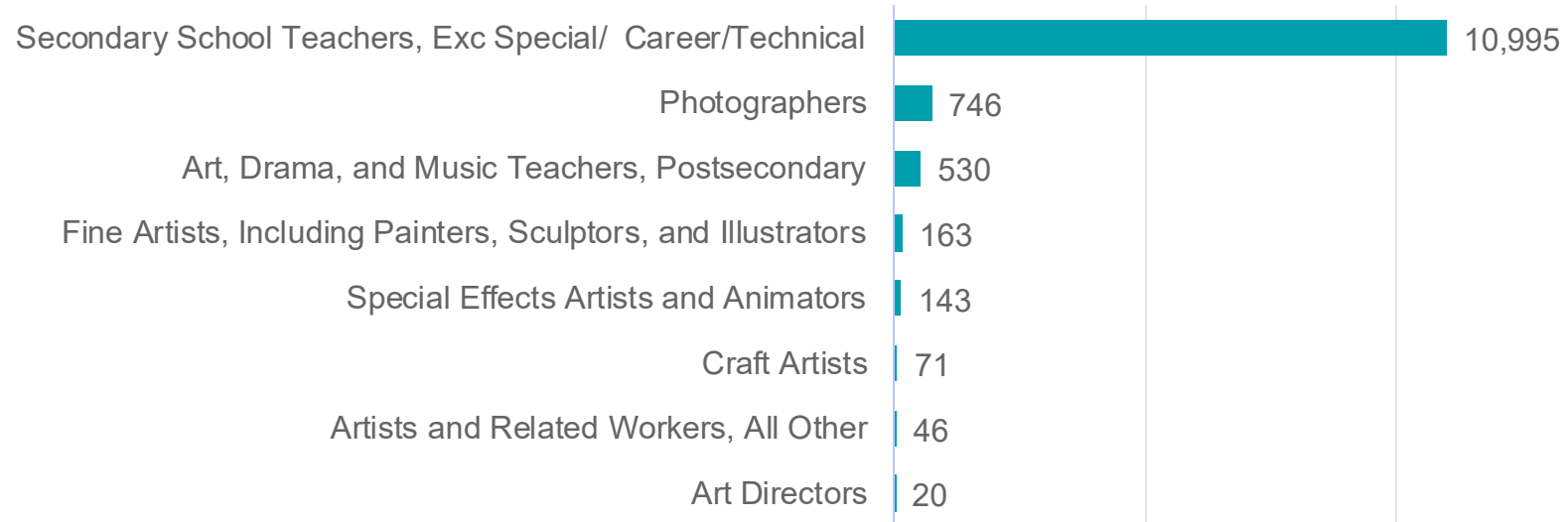
Summary



**Commonly available data sources link programs to direct prep occupations.**  
**According to direct prep jobs data, Art/Art Studies grads are prepared for eight occupations.**

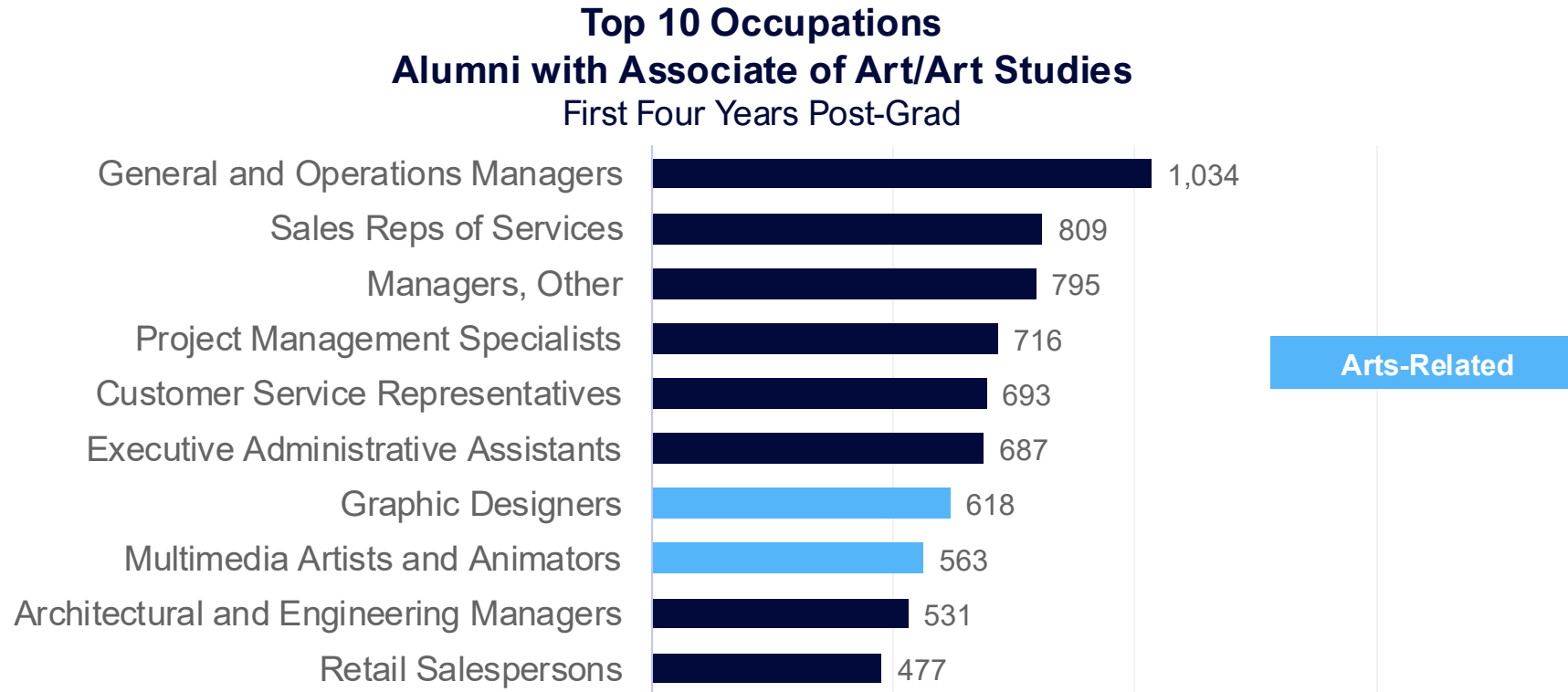
- Two of these require education beyond an associate degree – including the largest.

**Direct Prep Job Postings, Art/Art Studies**  
 March 2025



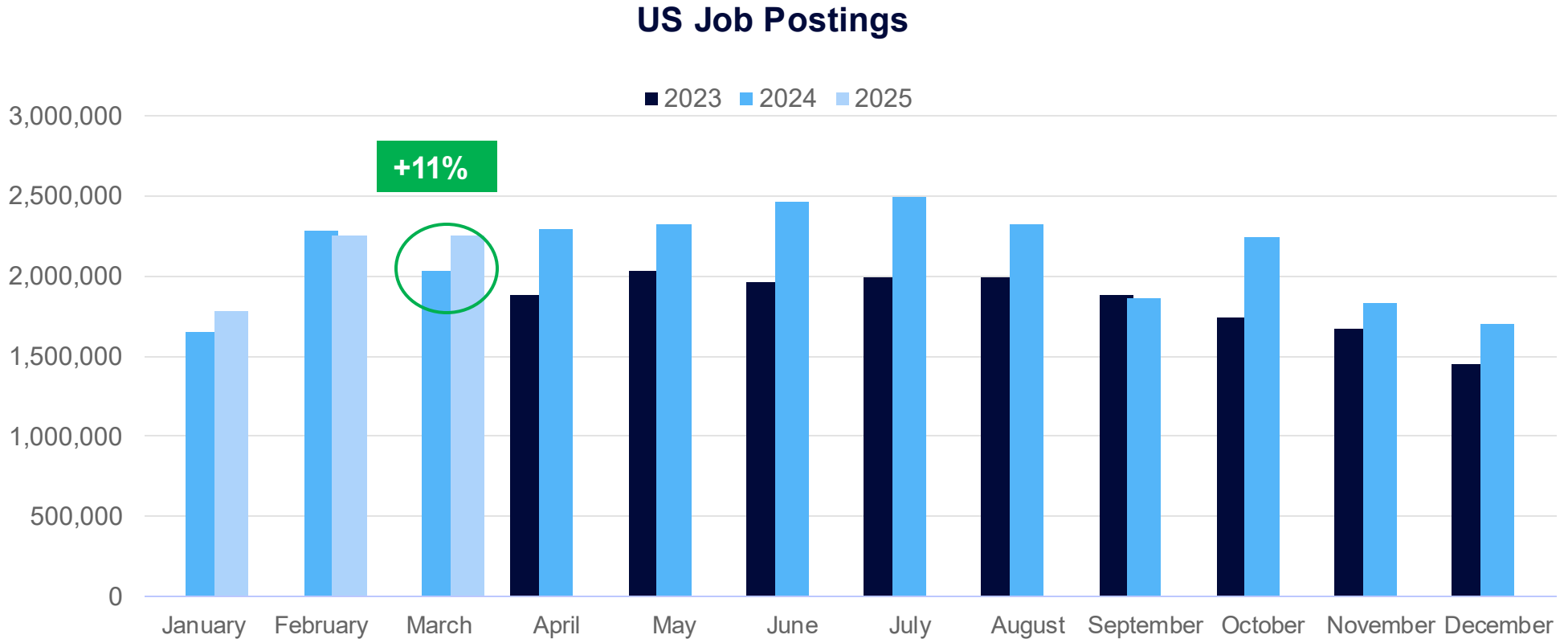
**Data on almost almost 19,000 graduates with an Associate in Art Studies shows 740 occupations.**

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



# US Job Postings Trends

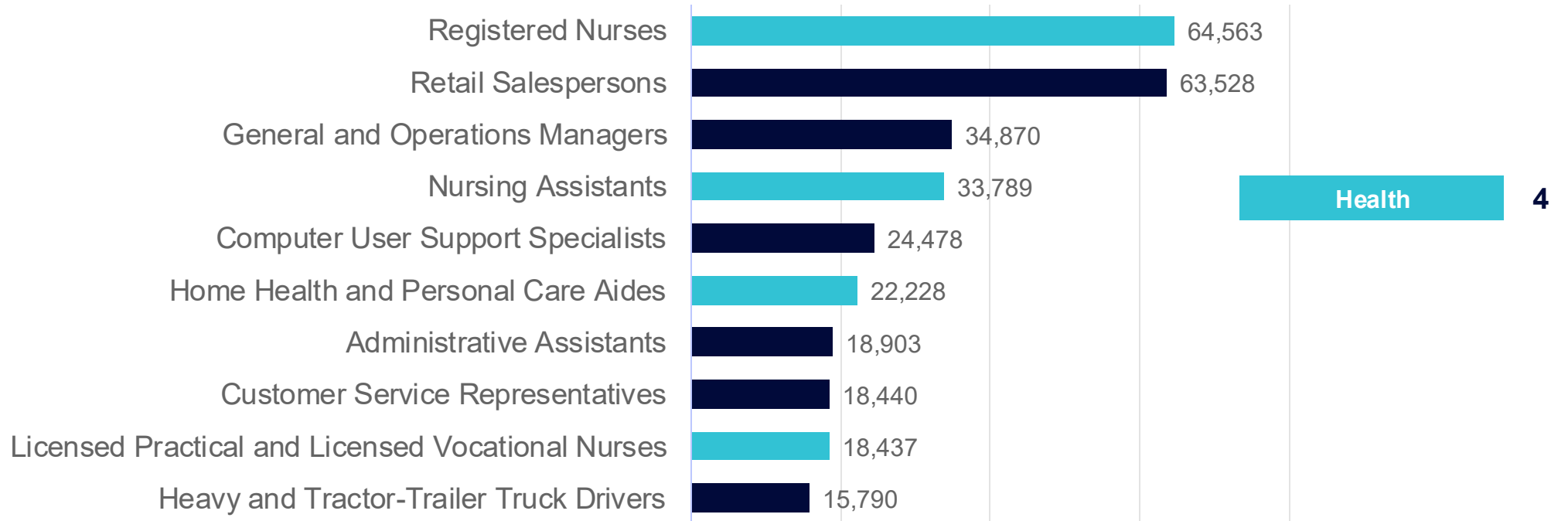
In March, job postings rose 11% year-over-year.



Source: PES Job Postings Dashboard

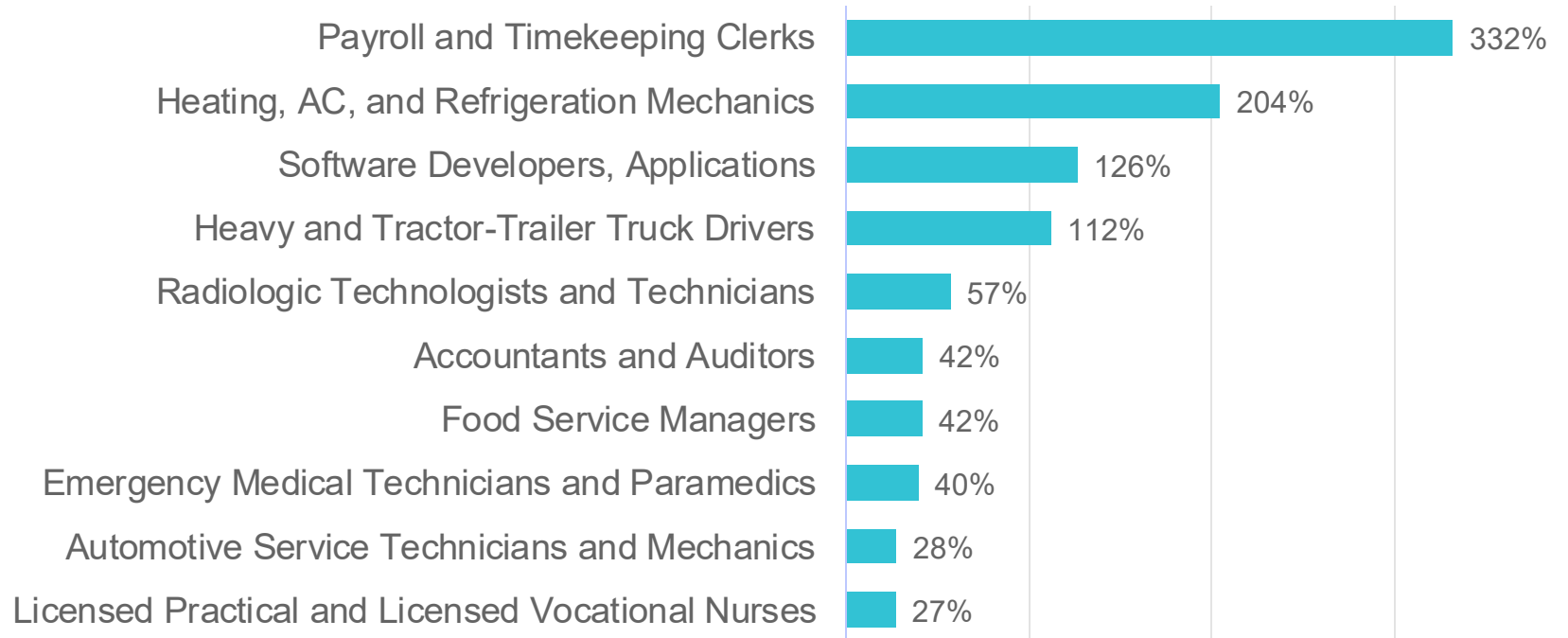
# Highest Job Postings Volume, Certificate and Associate

**Highest Job Postings Volume**  
 March 2025, Associate and Certificate Level



# Fastest-Growing Job Postings, Certificate and Associate

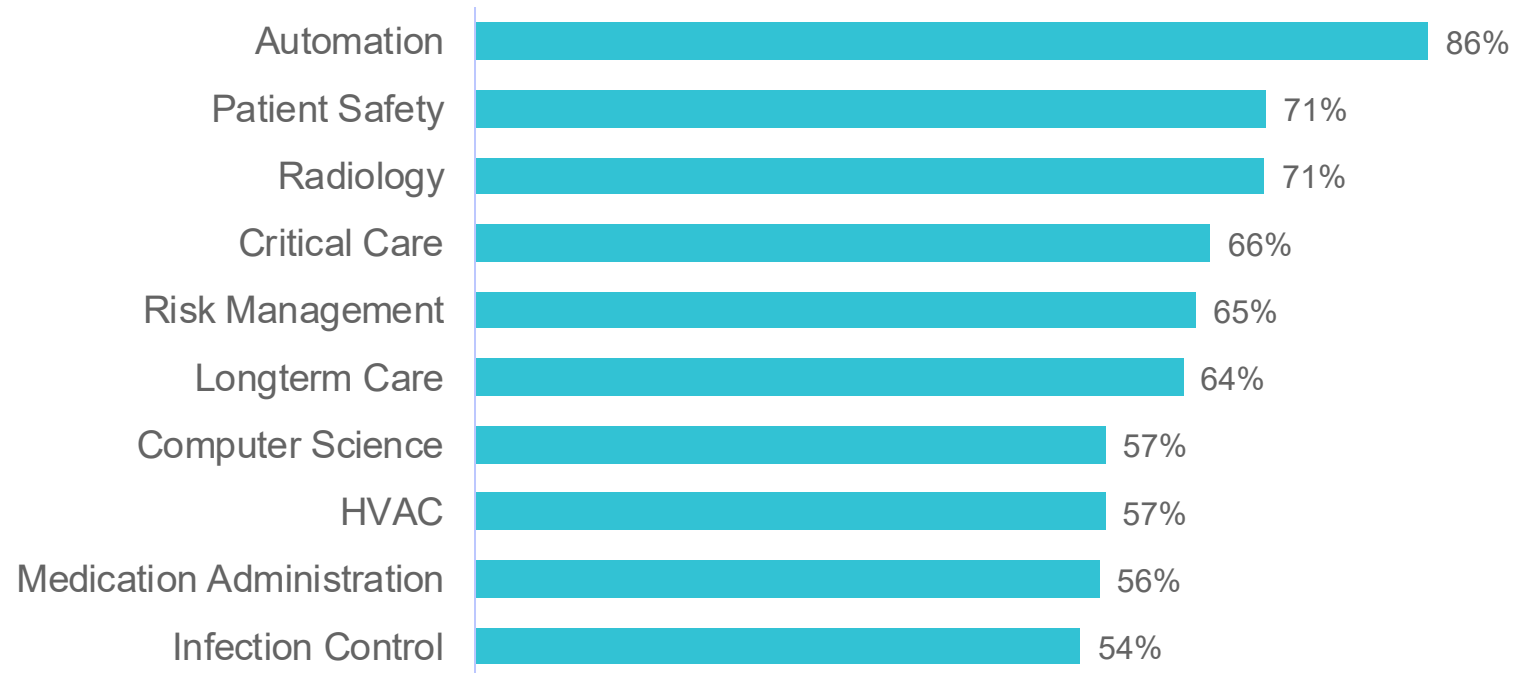
**Fastest-Growing Job Postings Volume\***  
 March 2025, Associate and Certificate Level, YoY



# Which skills are growing in demand in the US?

There is an increasing need for automation skills.

**10 Fastest-Growing Skills Volume in Job Postings**  
March 2025 YoY



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## Foster a Culture of Data-Informed Improvement



**Nuventive™**





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## Summary

- In March, Google searches for academic programs rose 45% year-over-year.
  - Computer Programming searches grew by 602% year-over-year.
  - Average cost-per-click rose 3% year-over-year.
- In Fall 2024, enrollment increased at the certificate level by 5% and at the associate level by 3%.
  - Autobody/Collision and Repair Tech enrollment grew 33% year-over-year.
  - Among associate programs, Radiographer grew the most at 33%.
- Associate in Art/Art Studies grads go into 740 occupations, not eight. Most are not directly related to their major.
- In March, Registered Nurses had the highest volume of job postings.
  - Payroll and Timekeeping Clerks grew the most year-over-year – by 332%.
- There is a growing demand for skills in automation and patient safety.

## Resources

### Monthly Demand Trends Webinars

Date	Topic
Wed., May 28 <sup>th</sup>	Community Colleges 2 PM ET
Thurs., May 29 <sup>th</sup>	Four-Year and Above 2 PM ET

## The Course

Earn Your APEM Certificate

### Academic Program Evaluation and Management Course

Understand the data, systems, processes, and people needed to make well-informed and fully supported program decisions



Presented by Gray DI and Bay Path University

## The Book on Program Evaluation and Management

