



Demand for Higher Education Programs

April 24th, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Nuventive: Planning and Improvement Software

Summary

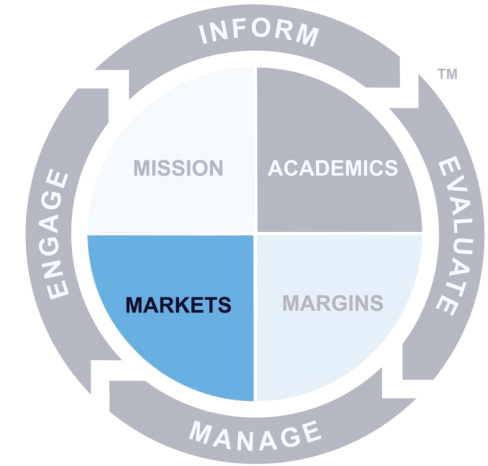
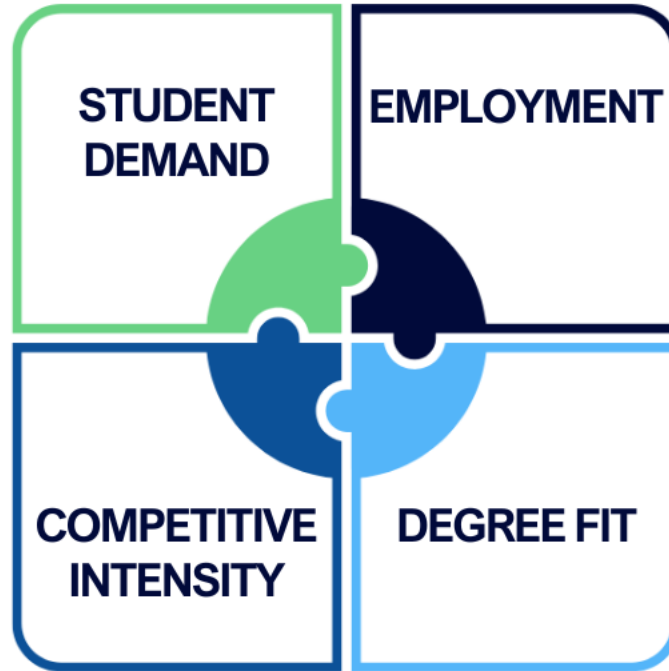


An academic Program Evaluation System enables growth and sustainable financials.





Key elements of your market you need to understand.



Agenda

What is a Program Evaluation System?

Student Demand: Google

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Nuventive: Planning and Improvement Software

Summary

Student Demand Indicators: Past, Present, Future

Insights on Student Demand



IPEDS



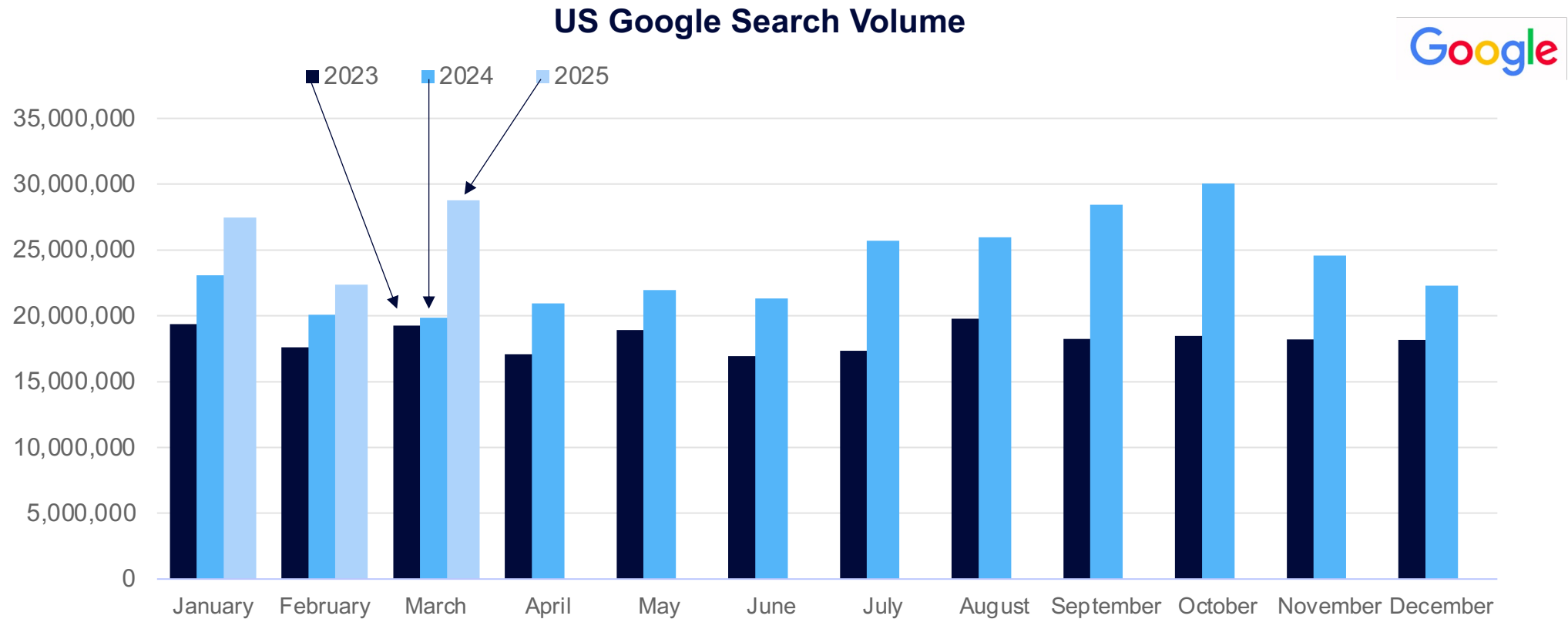
Enrollment



Google

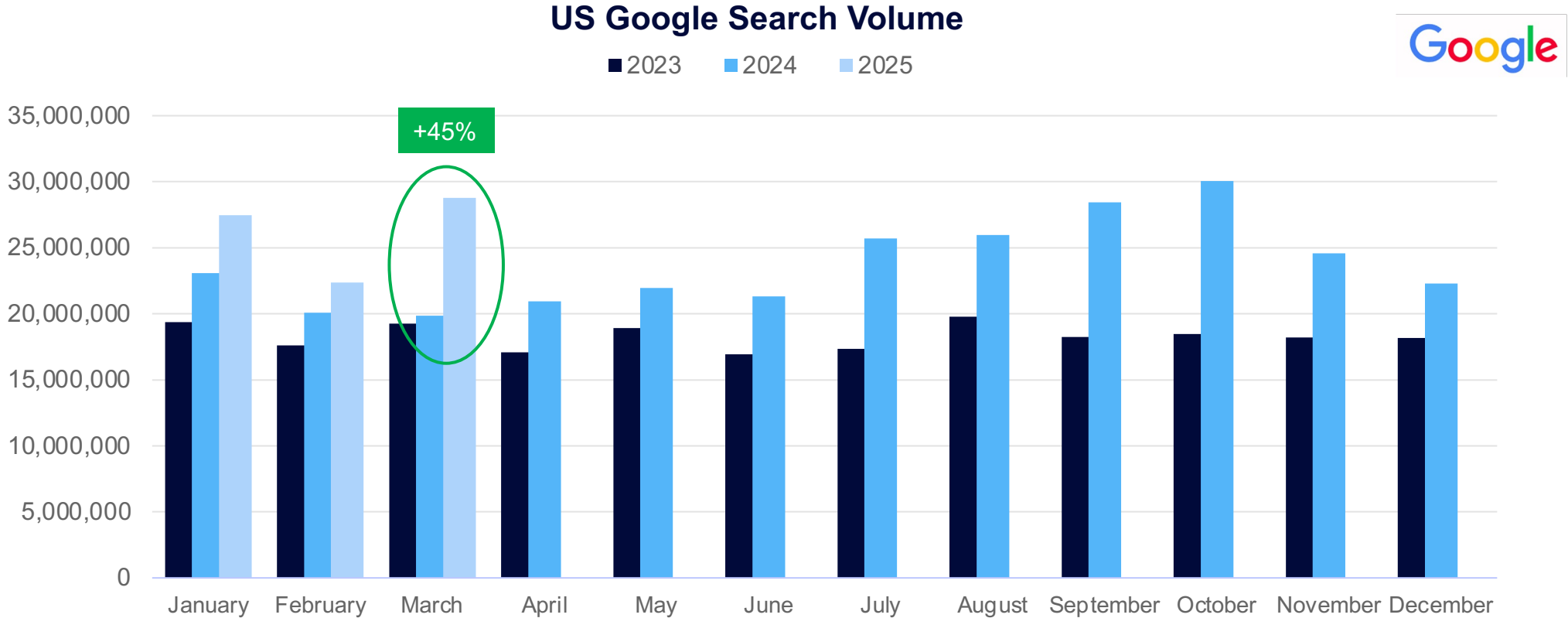
Google Search Trends: Programs

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



Google Search Trends: Programs

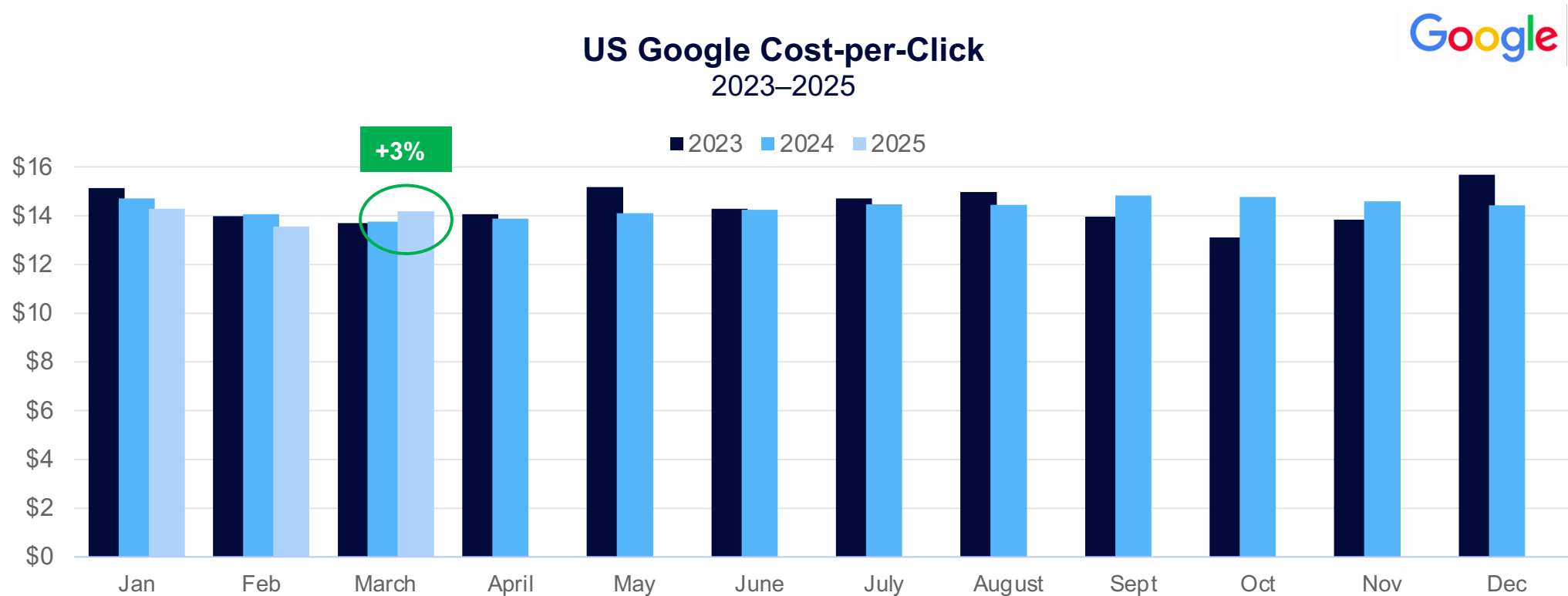
In March 2025, Google searches for academic programs grew 45% year-over-year.



Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

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

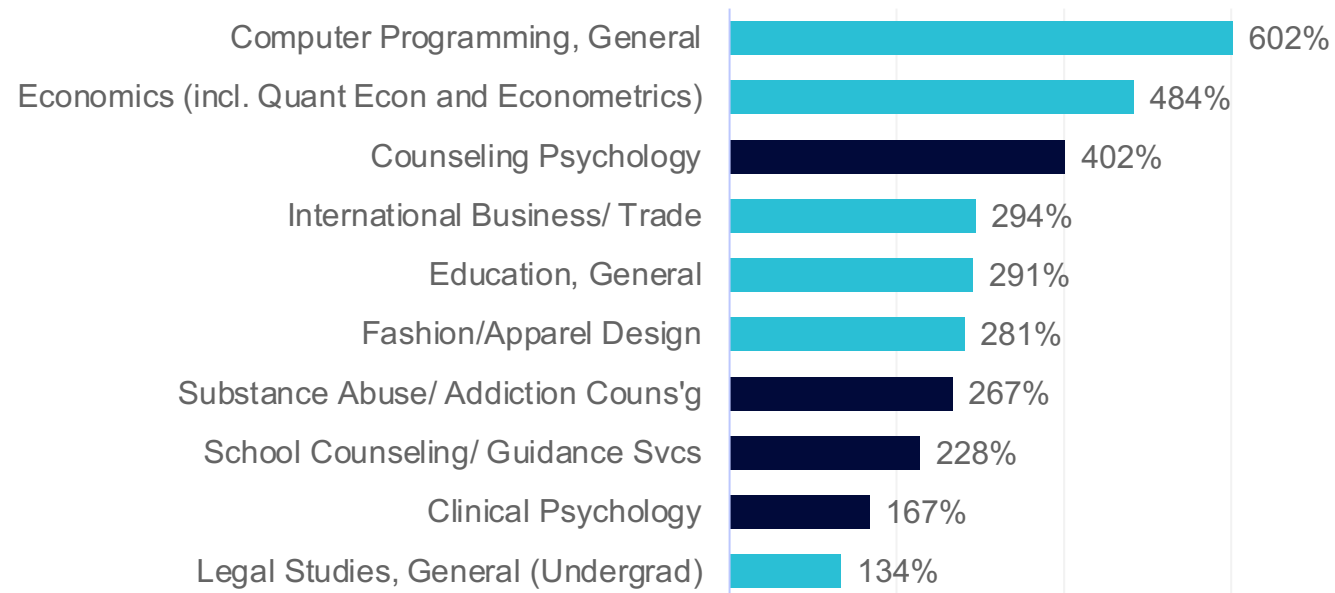


Source: PES Keyword Search Dashboard

Google: Programs with Fastest-Growing US Search Volumes

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

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



Mental Health 4

Agenda

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Student Demand: Enrollment

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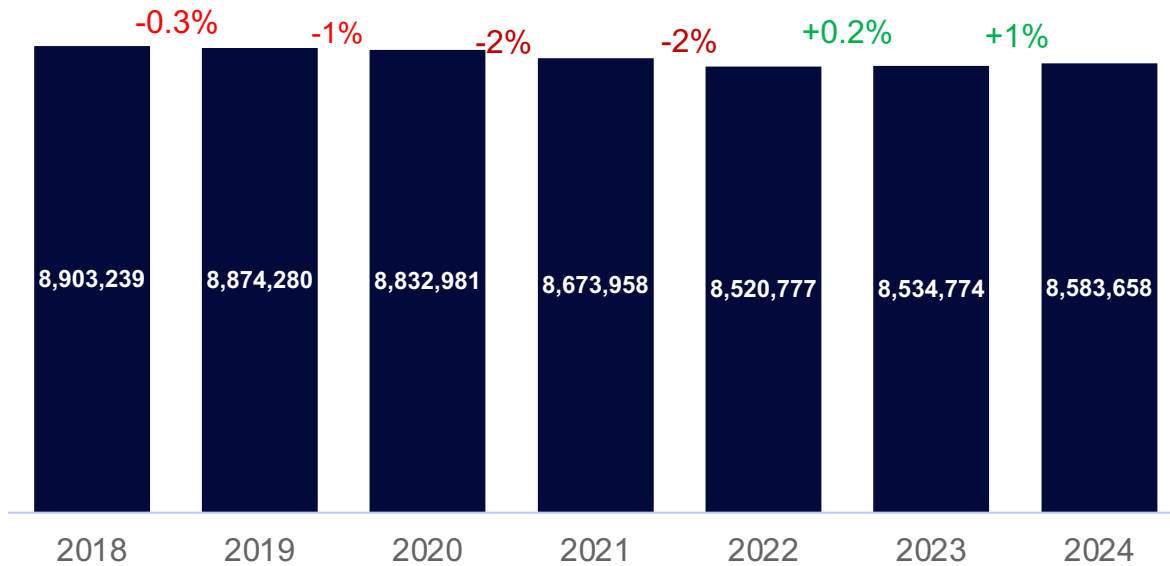
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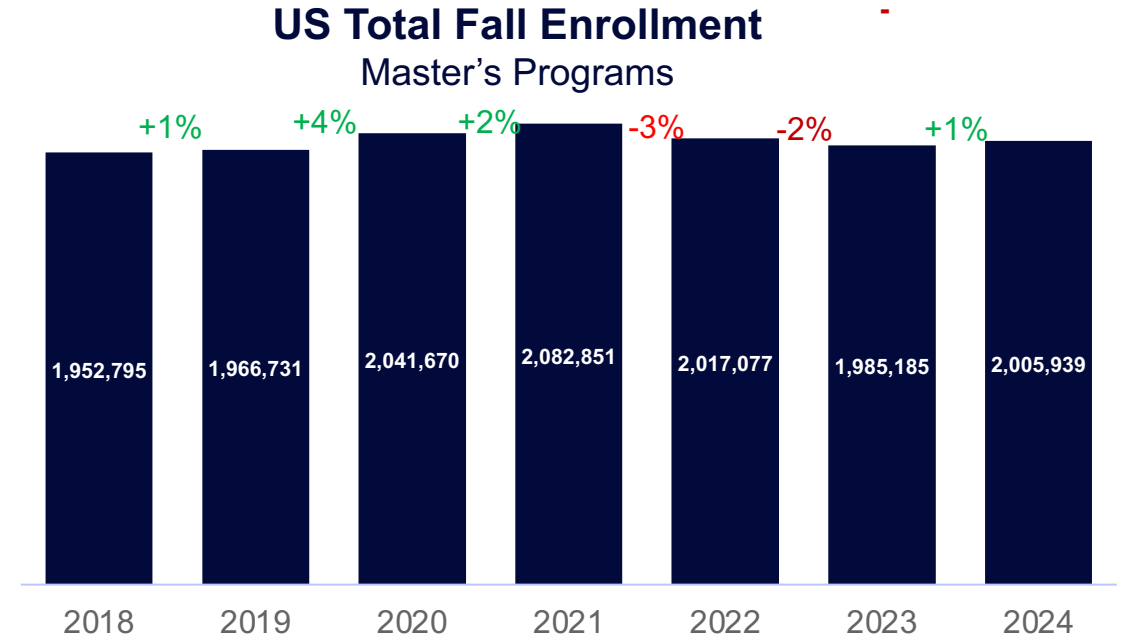
Fall Enrollment

In Fall 2024, US total student enrollment rose 1% for both bachelor's and master's degrees.

US Total Fall Enrollment Bachelor's Programs



US Total Fall Enrollment Master's Programs

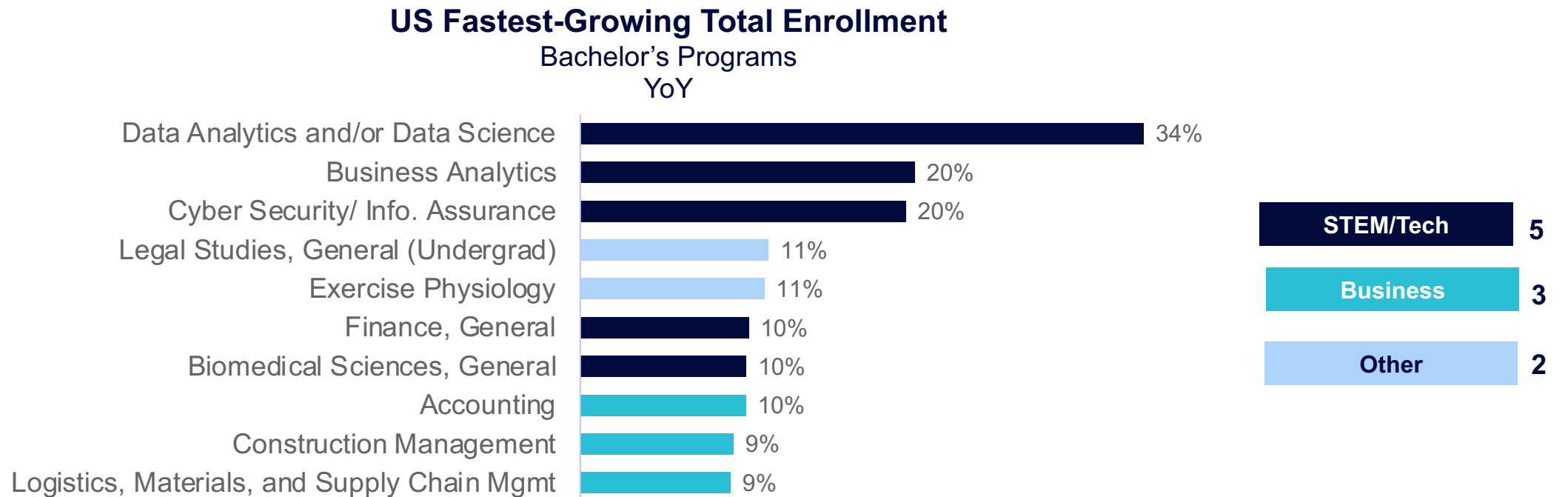


Source: Gray DI's PES Program Enrollment Dashboard

Bachelor's Enrollment: Fall 2024 Year-over-Year Growth

In Fall 2024, Data Analytics and/or Data Science grew 34% year-over-year.

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

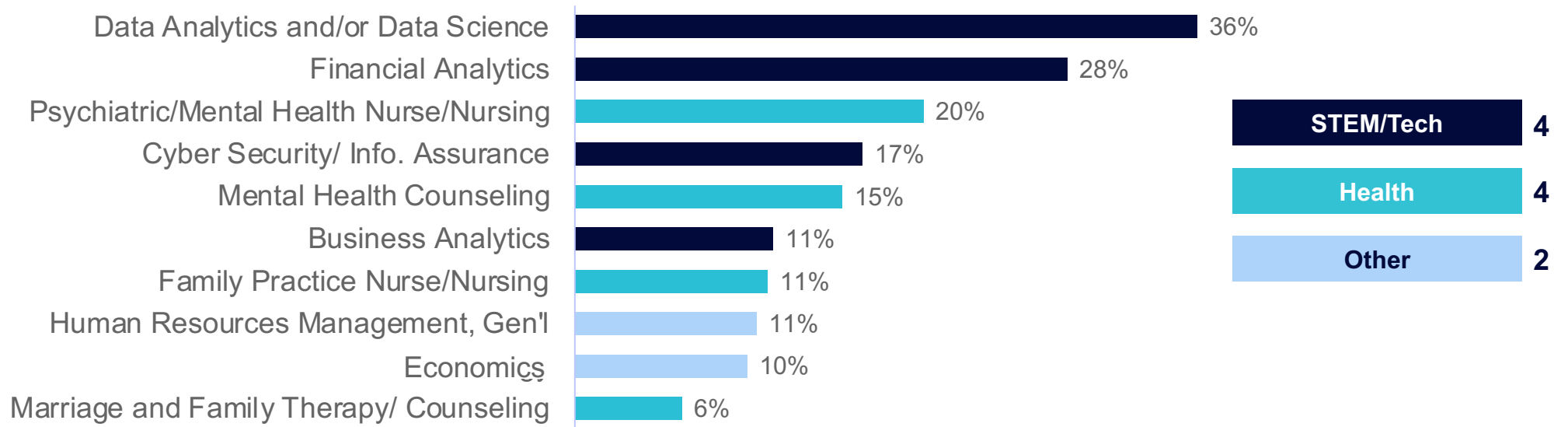


Master's Enrollment: Fall 2024 Year-over-Year Growth

In Fall 2024, Data Analytics and/or Data Science grew 36% year-over-year.

US Fastest-Growing New Enrollment

Master's Programs
5-Year Unit Change



Agenda

What is a Program Evaluation System?

Student Demand: Coursera

Employment: Current Indicators

Nuventive: Planning and Improvement Software

Summary

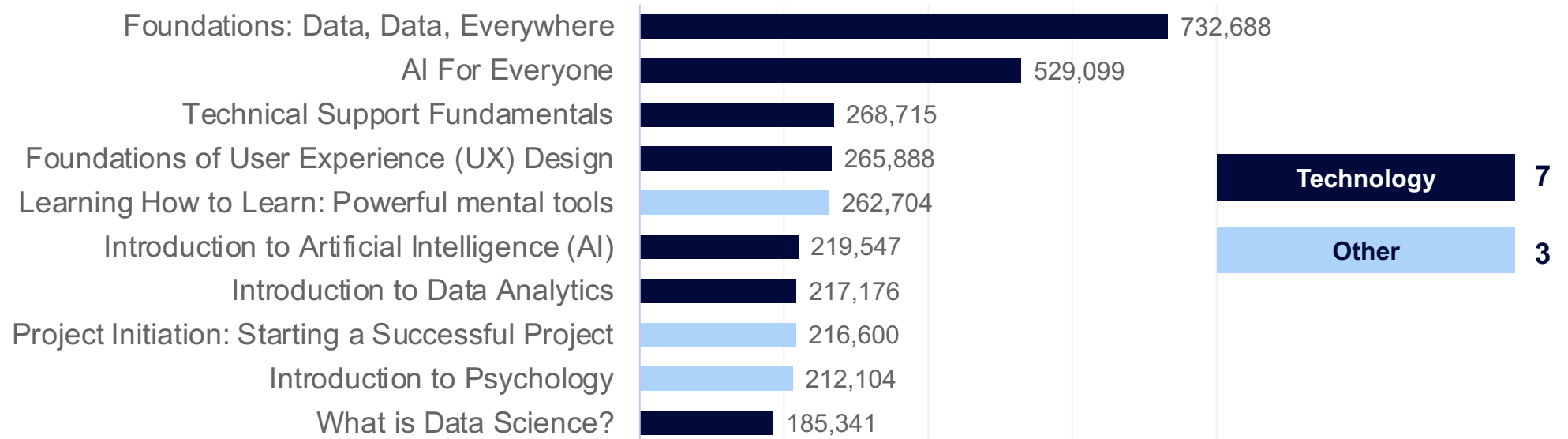
Non-Degree Demand: Coursera

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



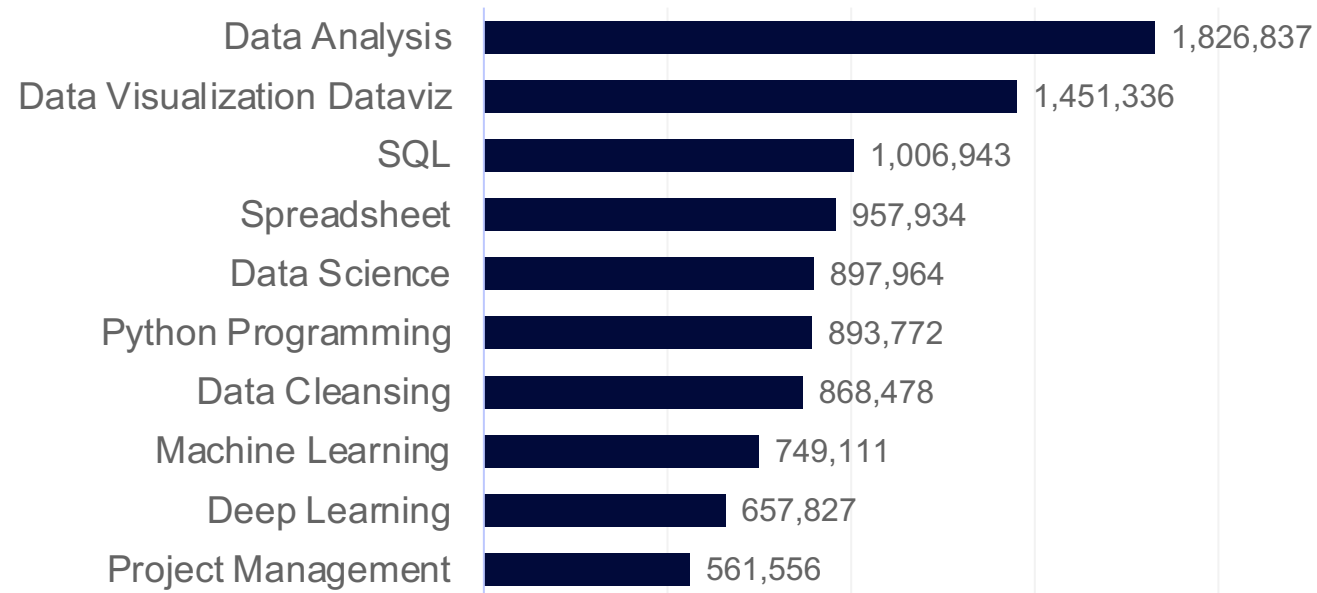
Non-Degree Demand: Most Skills Taught on Coursera

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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What is a Program Evaluation System?

Student Demand: International

Employment: Current Indicators

Nuventive: Planning and Improvement Software

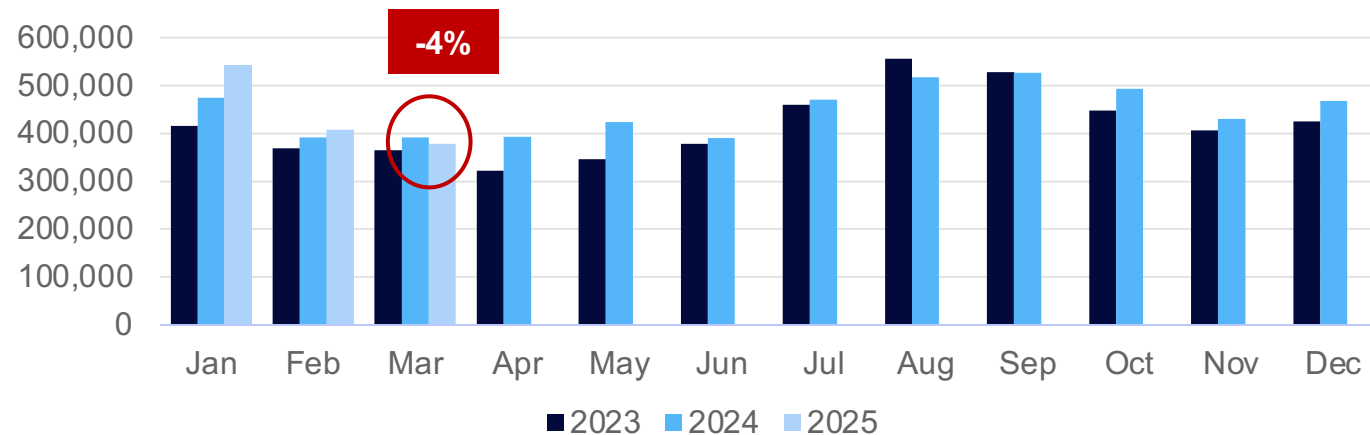
Summary

International Student Demand

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

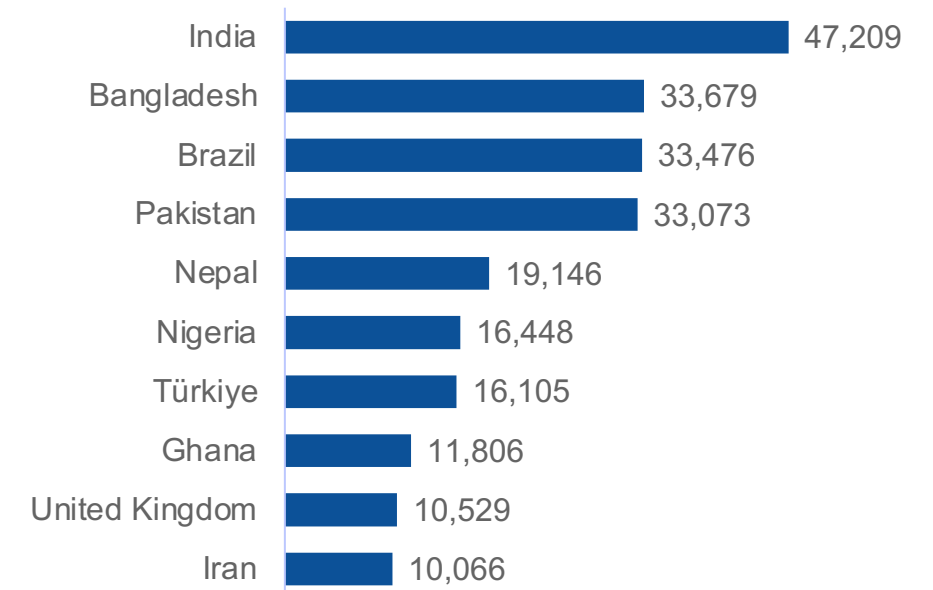
Int'l Page Views by Award Level March 2025 YoY	
Bachelor's	-8%
Master's	-6%
Doctorate	+15%

International Page Views
2023 - 2025



India had the highest volume of page views.

Highest Page Views, Origin Countries
March 2025

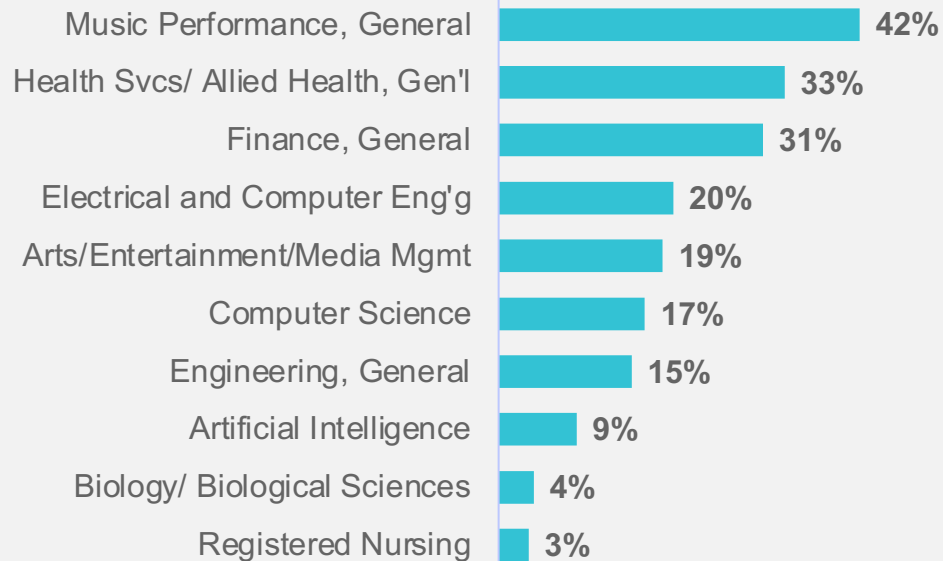


*Bachelor's, Master's, PhD only

International Page Views: March Fastest-Growing Programs

The fastest-growing bachelor's program year-over-year was Music Performance.

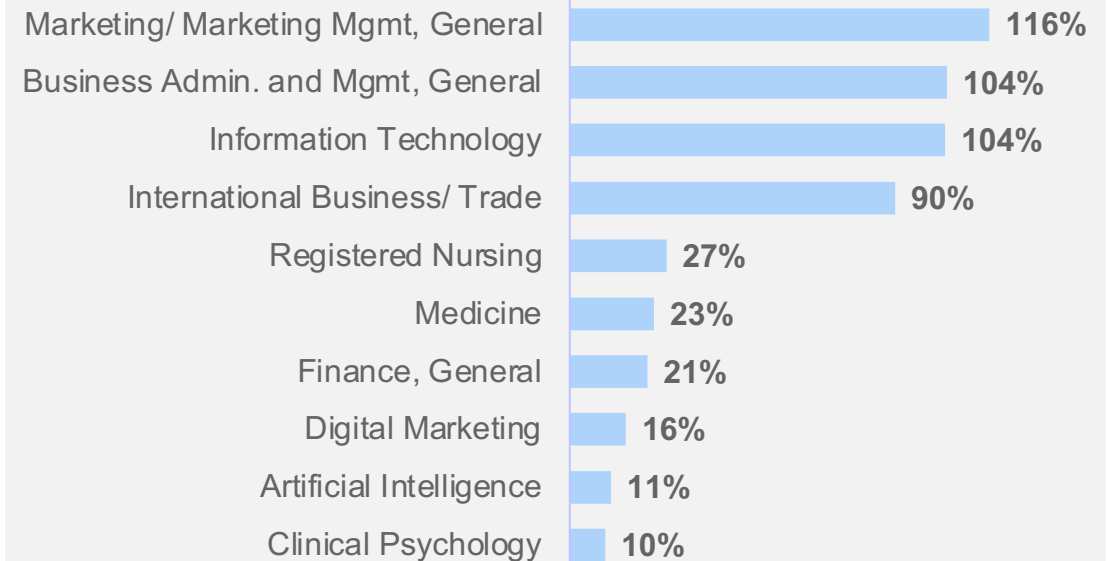
10 Fastest-Growing Bachelor's Programs* March 2025 YoY Change



*Minimum page views March 2024: 400

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

10 Fastest-Growing Master's Programs* March 2025 YoY Change



*Minimum page views March 2024: 1000

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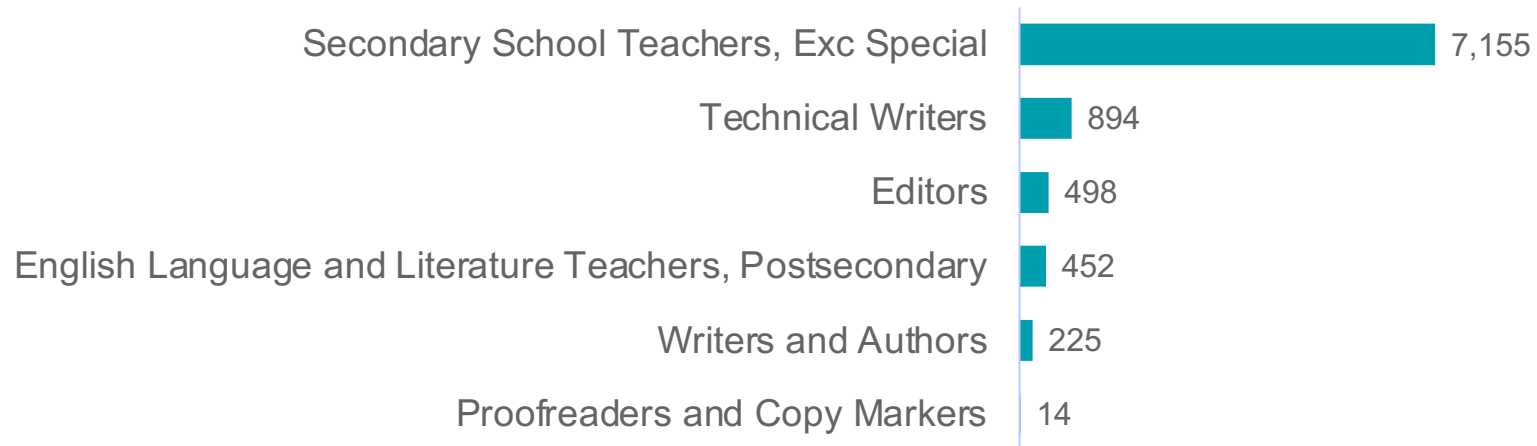
Employment: Current Indicators

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Summary

Commonly available data sources link programs to direct prep occupations.
According to direct prep jobs data, Bachelor's in English grads are prepared for six occupations.

Direct Prep Job Postings
Bachelor's in English
 March 2025



Data on than almost 511,000 graduates with a Bachelor's in English shows 780 occupations.

Of the top 10 occupations they go into, only two appear in the direct prep crosswalks.

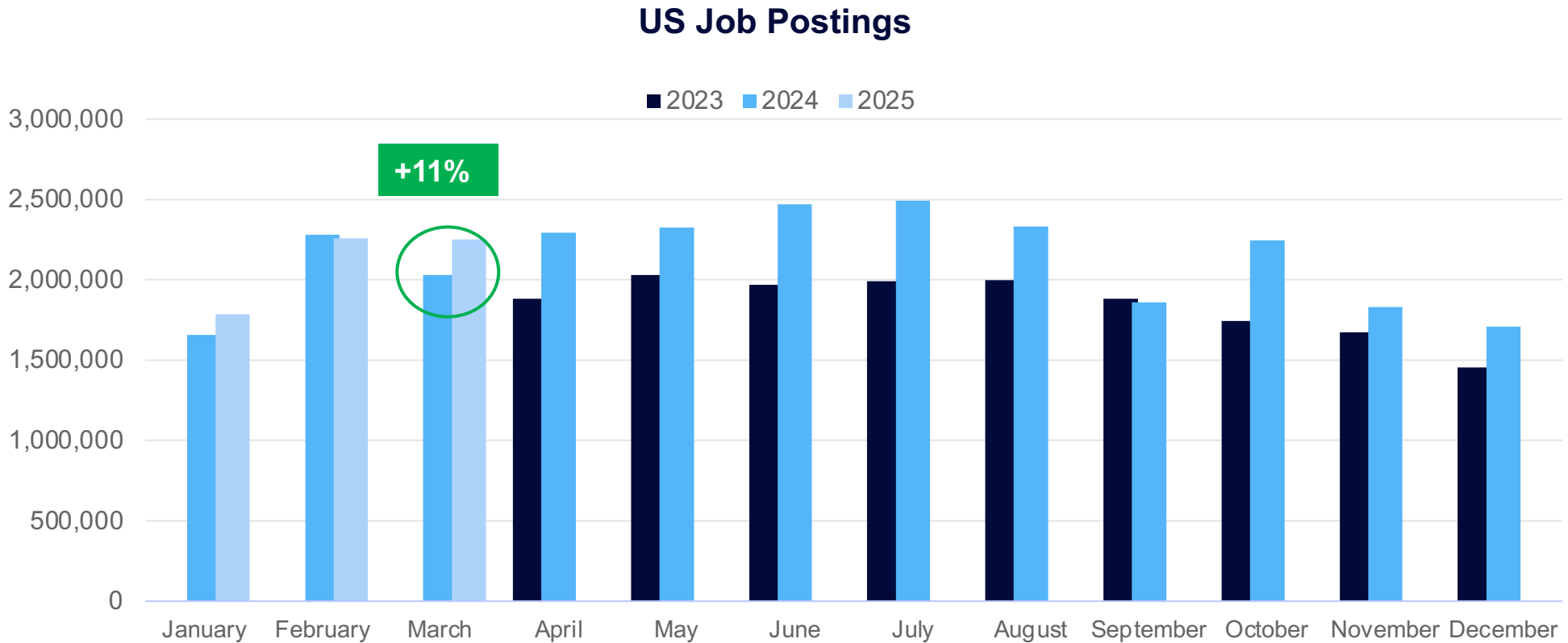


Direct Prep List

2

US Job Postings Trends

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



Source: PES Job Postings Dashboard

Fastest-Growing Job Postings Year-over-Year

In March, postings for Software Developers grew by 147% year-over-year.

Highest Job Postings Growth*
Bachelor's and Above Levels, March 2025 YoY

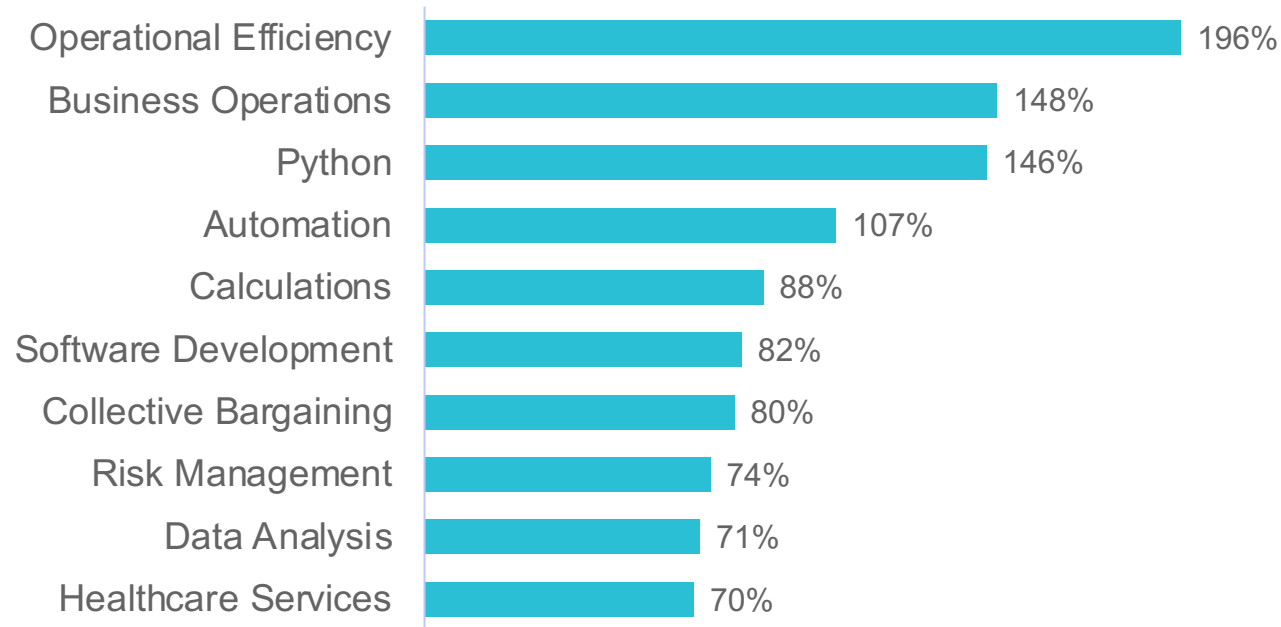


Also in the top 10 for volume

*Minimum job postings in March 2025: 5,000

Which skills are growing in demand in the US?

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



*Minimum skills in postings in March 2025: 10,000

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Foster a Culture of Data-Informed Improvement



Nuventive™



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- 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 1% at both the bachelor's level and master's level.
 - Data Analytics and/or Data Science was the fastest-growing program at both award levels.
- In March, international page views fell for all award levels except doctorate, which increased 15% YoY.
- Bachelor's in English grads go into 780 occupations, not six. Most are not directly related to their major.
- In March, Software Developers job postings grew the most year-over-year – by 147%.
- There is a growing demand for skills in operations and Python.

Resources

Monthly Demand Trends Webinars

Date	Topic
Wed., May 28 th	Community Colleges 2 PM ET
Thurs., May 29 th	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

