Gray DI Solutions:

PES INSIGHTS AND UPDATES

Smarter This Semester: April Updates from Gray DI

The second semester is in full swing, and there's no better time to sharpen your strategies for academic program evaluation. This month, PES Insights brings you new tools, fresh reports, and proven approaches to support sustainable growth and smarter decision-making.

–The Gray DI Customer Success Team

New! PES Markets Program Report
Smarter Market Intelligence. Stronger Program Decisions.

Planning new academic programs just got a whole lot easier. We're excited to introduce the **PES Markets Program Report**—your new go-to tool for market intelligence. These reports combine Gray DI Markets data with our proprietary methodologies to bring you a complete view of student demand, employment trends, and the competitive landscape.
Institutions often struggle with fragmented data and complex processes when it comes to program planning. The PES Market Program Report solves this by helping you:
✅ Evaluate student interest and job demand
✅ Understand the real outcomes of graduates
✅ Identify gaps in your curriculum
✅ Explore growth opportunities with confidence
✅ Generate and share reports in just a few clicks

And to make it even easier to get started, we've created a step-by-step **Interactive Guide** to walk you through the new features.

Budget Smarter, Not Smaller
Creative Cost-Saving Strategies That Don't Sacrifice Programs

When budgets get tight, program cuts often feel inevitable—but they're not the only option. Our blog — **How Colleges Can Strengthen Their Budgets Without Cutting Programs** — explores financially sound strategies to improve sustainability without compromising your academic mission. From optimizing resource allocation to boosting retention, find out how institutions are uncovering hidden value and improving the bottom line.

Data in Action: Butler's Blueprint for Innovation
How One University is Fueling Growth with a Transformation Lab

Butler University is leading the way in institutional transformation through its *Transformation Lab*—an internal R&D unit with partners across campus to evaluate, design, and launch new academic programs using Gray DI tools. Recent successes include new offerings in Nursing, Kinesiology, Supply Chain, and more.

Join us on **Thursday, April 17 at 2 PM ET** for **Data in Action: Butler's Blueprint for Innovation**, a live webinar exploring how Butler is driving change through a structured, data-informed process.

In this session, you'll hear how Butler is:
- ✅ Partnering across departments to move ideas forward
- ✅ Using data to evaluate and accelerate innovation
- ✅ Applying a stage-gated process for better outcomes

Don't miss this opportunity to see how Butler is driving sustainable growth—and how your institution can do the same.

Register Now

What's New: Tools to Move You Forward

New Reports, Better Navigation, and On-Demand Support—All in One Place

We're thrilled to introduce the newly redesigned Gray DI PES Hub, featuring a clean, intuitive interface:

- **New Gray DI Hub:** Experience seamless login and access to all your applications, resources, and our dedicated customer success team through the new Gray DI Hub. We streamlined your workflow to make it easier than ever to find what you need.
- **Say hello to Lumi:** Your new instant support is from Gray DI. Lumi is here to provide quick, straightforward answers to your questions within the Hub.

The Hub links directly to the two report creators for Program, Workforce, and Alumni Insights.

- Our **annual IPEDS data update** for Predict Program Size went live on **March 31**, delivering even more accurate enrollment forecasts across all award levels. Want a walkthrough of what's new? **Join our office hours** just for Predict Program Size clients.
- **PES Markets Program Report:** We're developing a comprehensive report integrating student demand, employment data, and competition measures. This expanded report will streamline data collection and accelerate sharing, empowering you to make more efficient data-informed decisions.
- **Workforce Report:** Stay ahead of the curve with our comprehensive Workforce Report. This report provides a detailed look at job posting trends, in-demand skills, wage data, relevant academic programs, and key insights from the Bureau of Labor Statistics. This data will inform curriculum development, program planning, and student advising.
- **Alumni Insights Report:** Gain a better understanding of your alums' career paths with the new Alumni Insights Report. This report offers access to professional profiles, education details, job histories, and employer information, allowing you to see where your students go after graduation. Benchmark your student outcomes against other institutions and identify areas for improvement.

What's Coming: The Future of PES, Unlocked

More Reports, Smarter Features, and Even Deeper Insights Are on the Way

We're constantly working to improve your experience with our PES software. Here's a sneak peek at what's coming soon:

- Additional report for easy access, analysis, insights, and sharing:
  - The Enrollment Report will include current trends in your market and for your programs.
  - The Google Search report will provide users with the current trends in popular search terms for academic programs and their costs and

competition. (Expert tip: Share with your marketing team to enhance program pages and SEO).

- The Coursera report will provide users with the current trends in popular non-degree subjects. (Expert tip: Explore this information for curriculum and course ideas).

- Gray DI AI Agents will use natural language to support the exploration and analysis of the data in all our products. You can ask questions about the data and definitions to gain better insights and understanding. They will also share text summaries of the results with colleagues for seamless collaboration.

More to come. Stay tuned!

Log in to your dashboard for tailored insights that help you make informed decisions. Got questions? Join our **office hours** or email us anytime at **support@graydi.us**—we're here to help.