



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

June 25, 2025

# Agenda

**What is a Program Evaluation System?**

**Student Demand**

**Employment: Current Indicators**

**Certificates: A Deep Dive**

**AI Tools for Students**

**Summary**



## Program Evaluation System Overview



# Agenda

What is a Program Evaluation System?

Student Demand: Google Keyword Searches

Employment: Current Indicators

Certificates: A Deep Dive

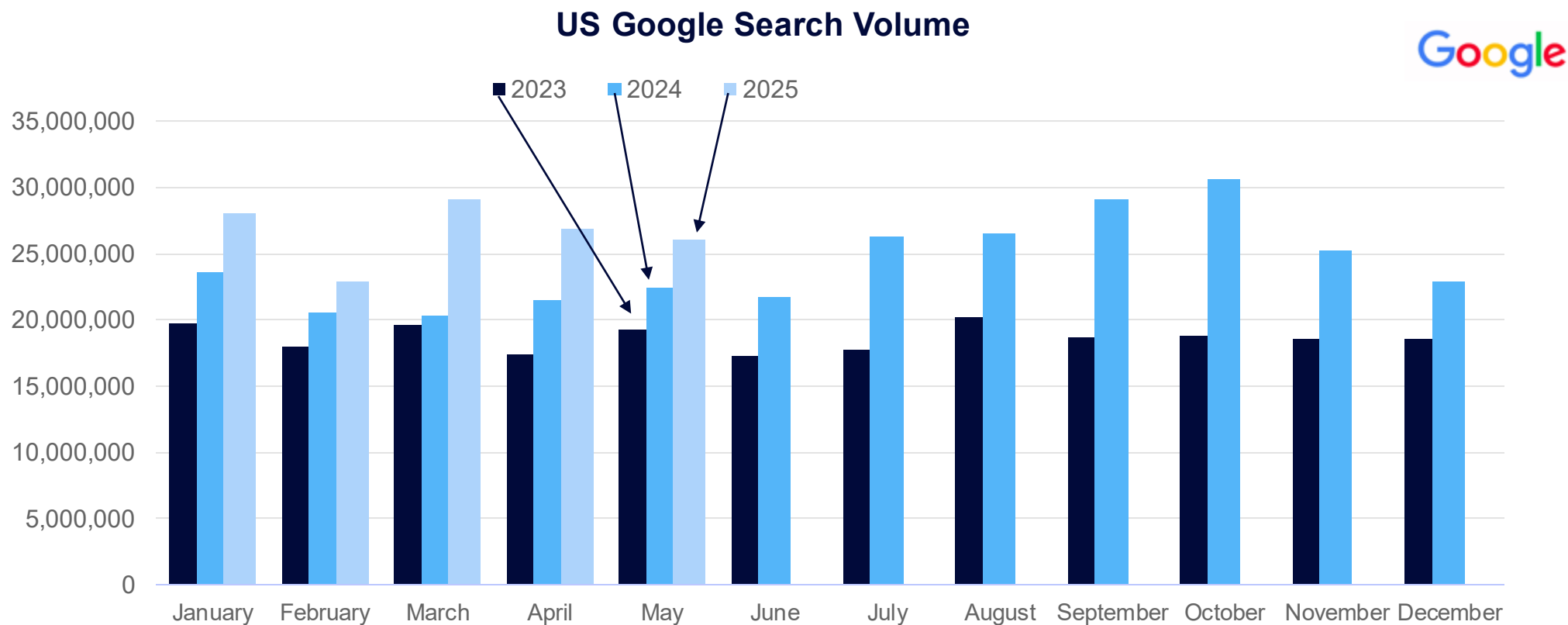
AI Tools for Students

Summary



## Google Search Trends: Programs

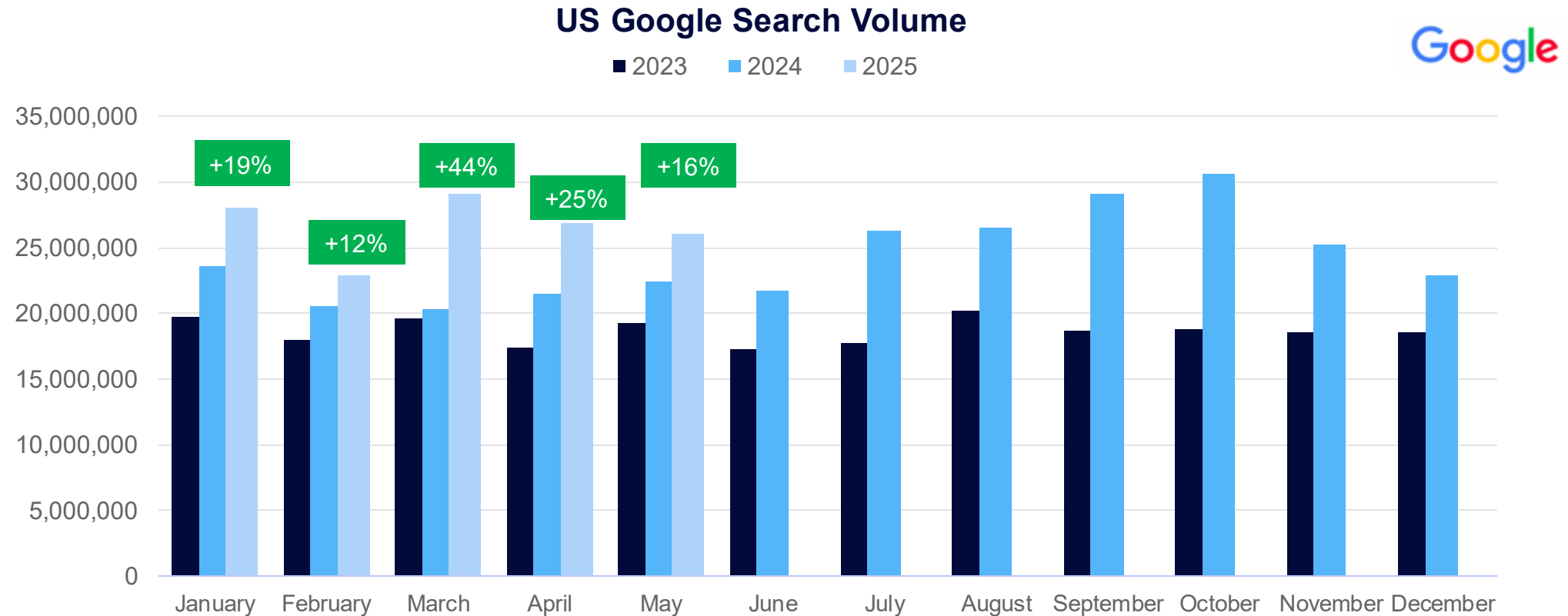
Gray DI tracks searches for over 900 programs (90% of all US completions).



Source: Gray DI's PES Keyword Search Dashboard

## Google Search Trends: Programs

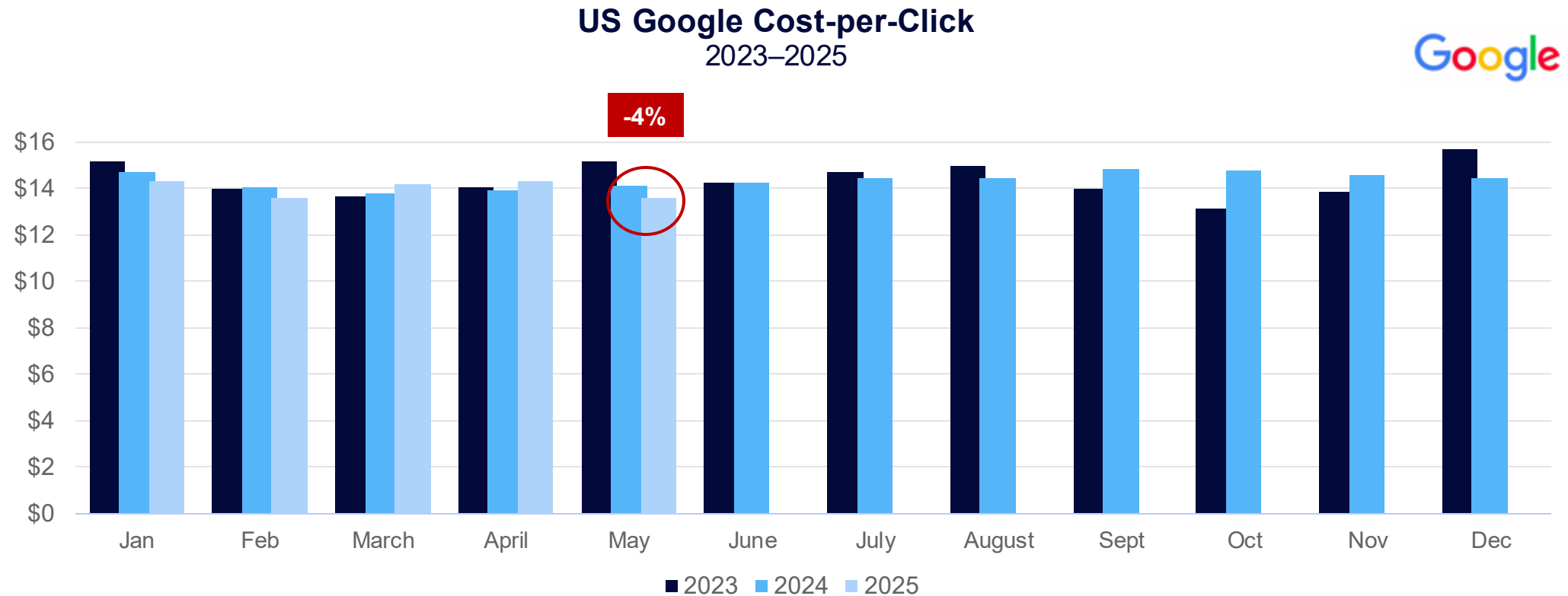
In May 2025, Google searches for academic programs grew 16% year-over-year.



Source: PES Keyword Search Dashboard

## Google Search Trends: Cost-per-Click

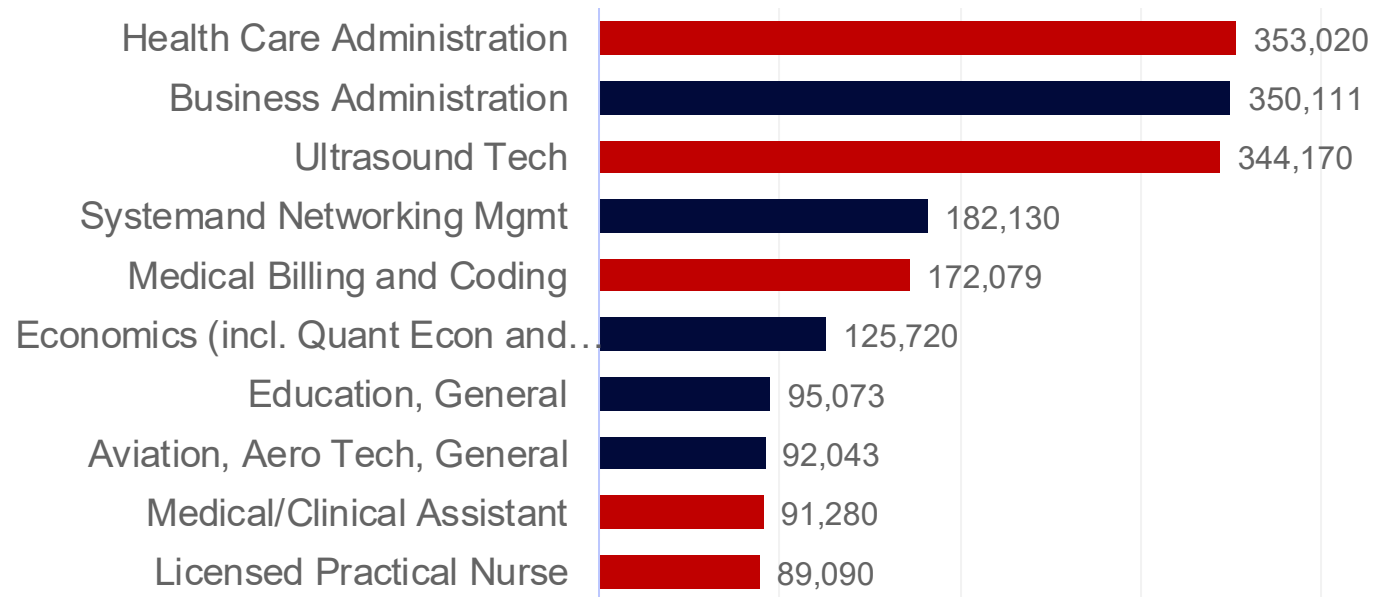
In May 2025, the average Google cost-per-click fell 4% year-over-year.



## Google: Programs with Fastest-Growing US Search Volumes

In May, searches for Health Care Admin grew by over 353,000 searches year-over-year.

Programs with the Fastest-Growing Google Search Volume  
May 2025 1-year Unit Change



**Health-related** 5

**Other** 5



# Agenda

What is a Program Evaluation System?

Student Demand: Associate Enrollment

Employment: Current Indicators

Certificates: A Deep Dive

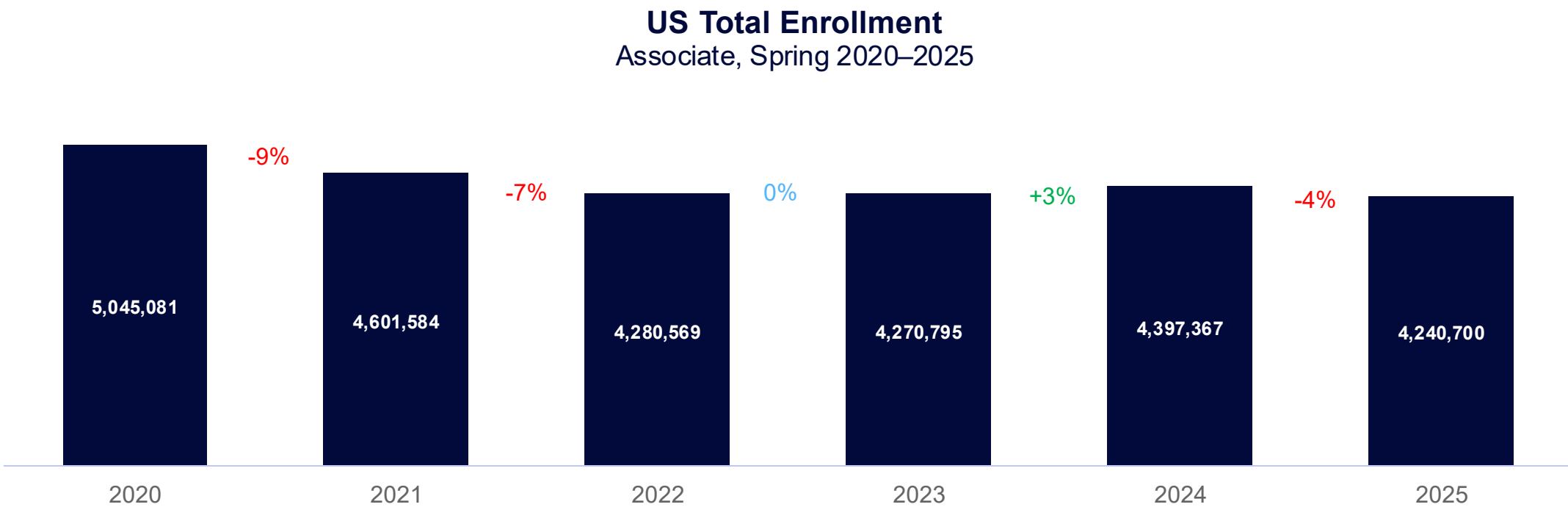
AI Tools for Students

Summary



# Spring Total Enrollment: Associate Level

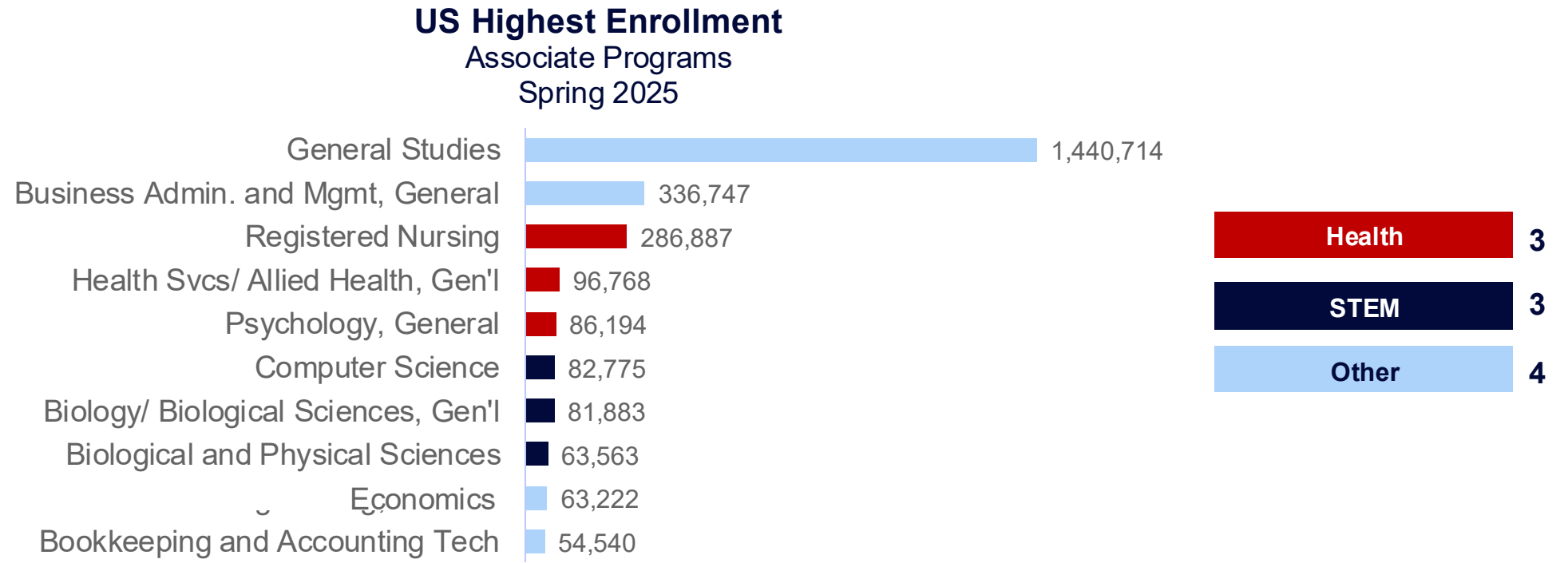
In Spring 2025, associate-level total enrollment fell 4% year-over-year.



Source: Gray DI’s PES Program Enrollment Dashboard

## Associate: Spring 2025 Total Enrollment

At the associate level, General Studies and Business had the highest enrollment.

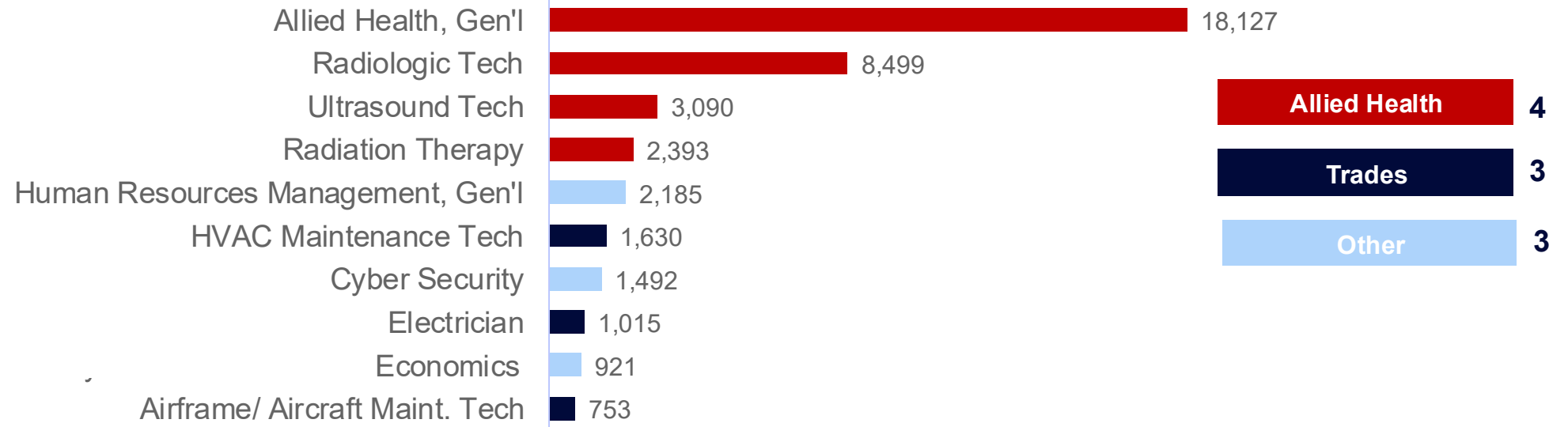


## Associate: Year-over-Year Unit Change

In Spring 2025, Allied Health added the most students at the associate level.

### Highest Growth in Spring Enrollment

Associate Programs  
1-Year Unit Change



# Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

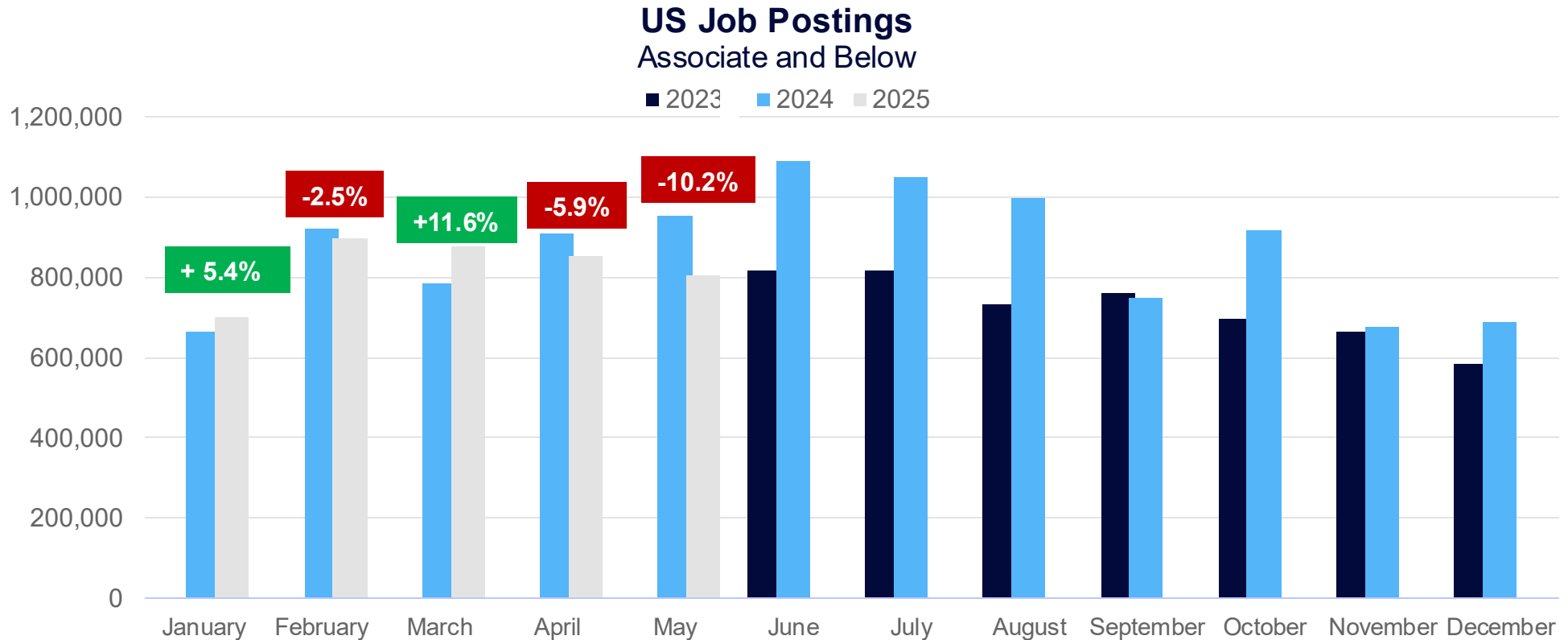
Certificates: A Deep Dive

AI Tools for Students

Summary

## US Job Postings Trends: Associate and Certificate-Level

Year-over-year trends in job postings have been erratic. In May, they fell 10.2%.



Source: Gray DI's PES Job Postings Dashboard

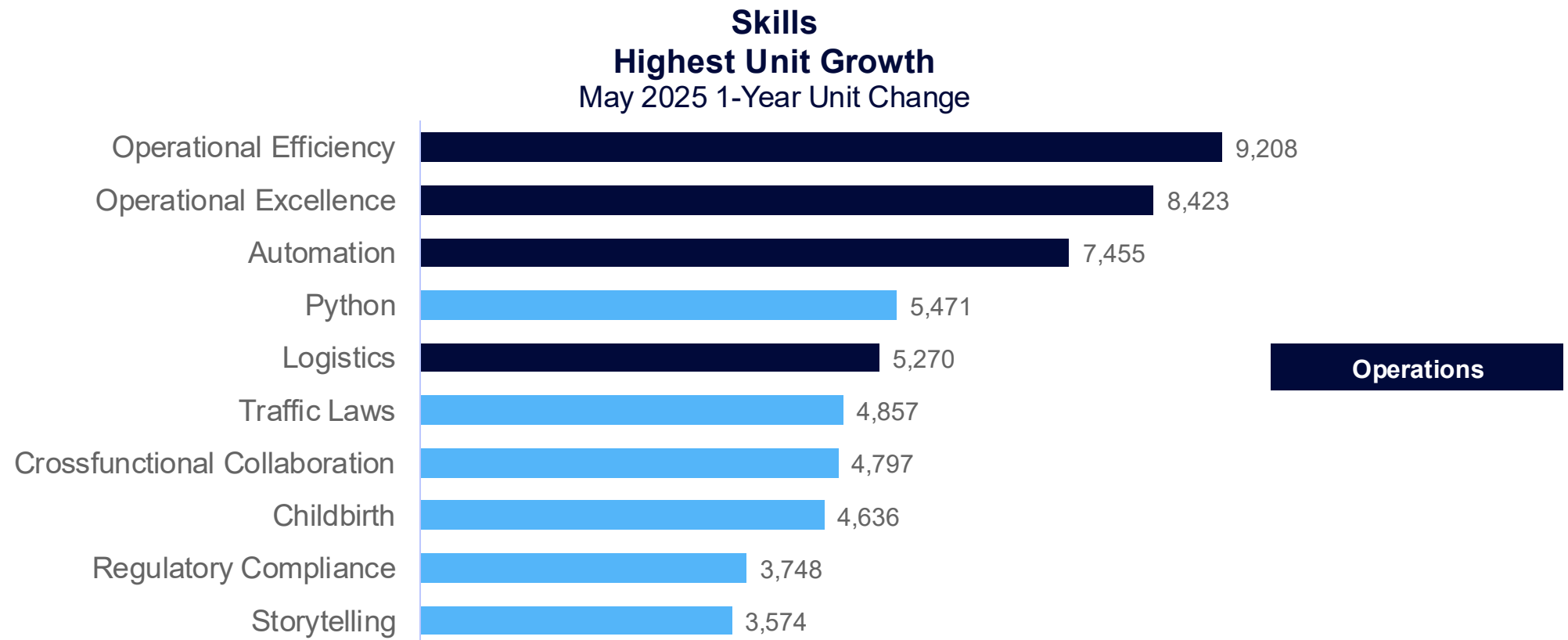
# Highest Unit Growth in Job Postings, Certificate and Associate

**Job Postings**  
**Highest Volume Growth\***  
 May 2025, Associate and Certificate Level, YoY



## Which skills are growing in demand in the US?

There is an increasing need for skills in operations.

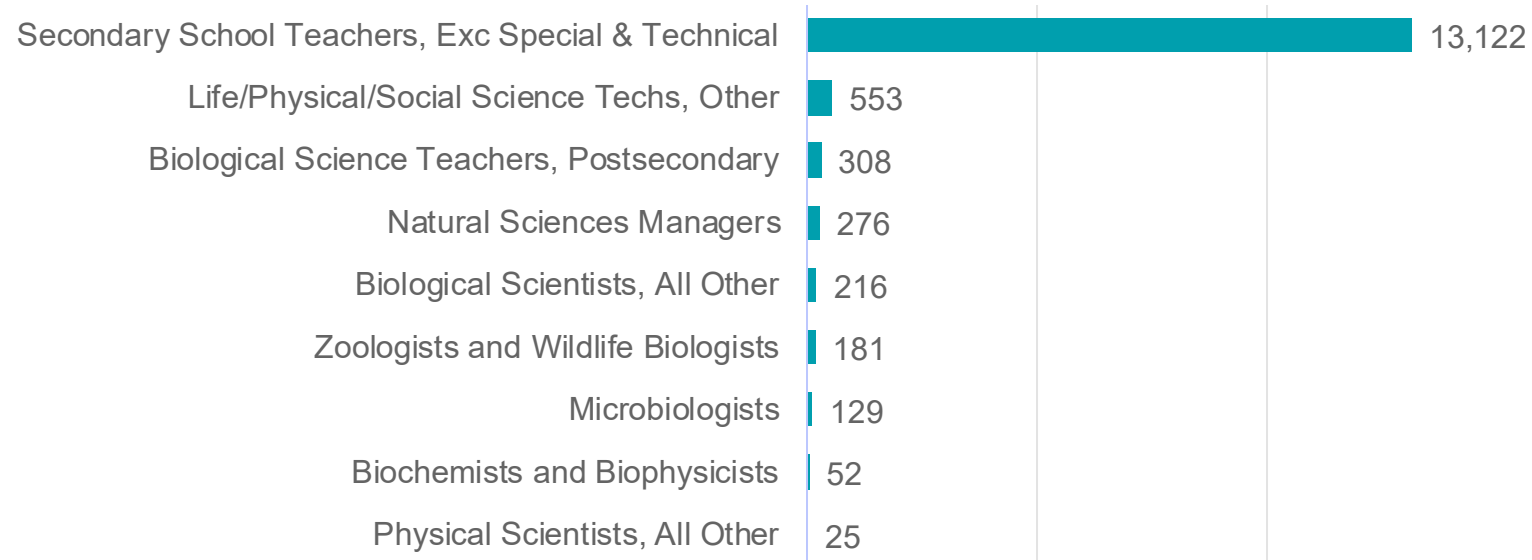




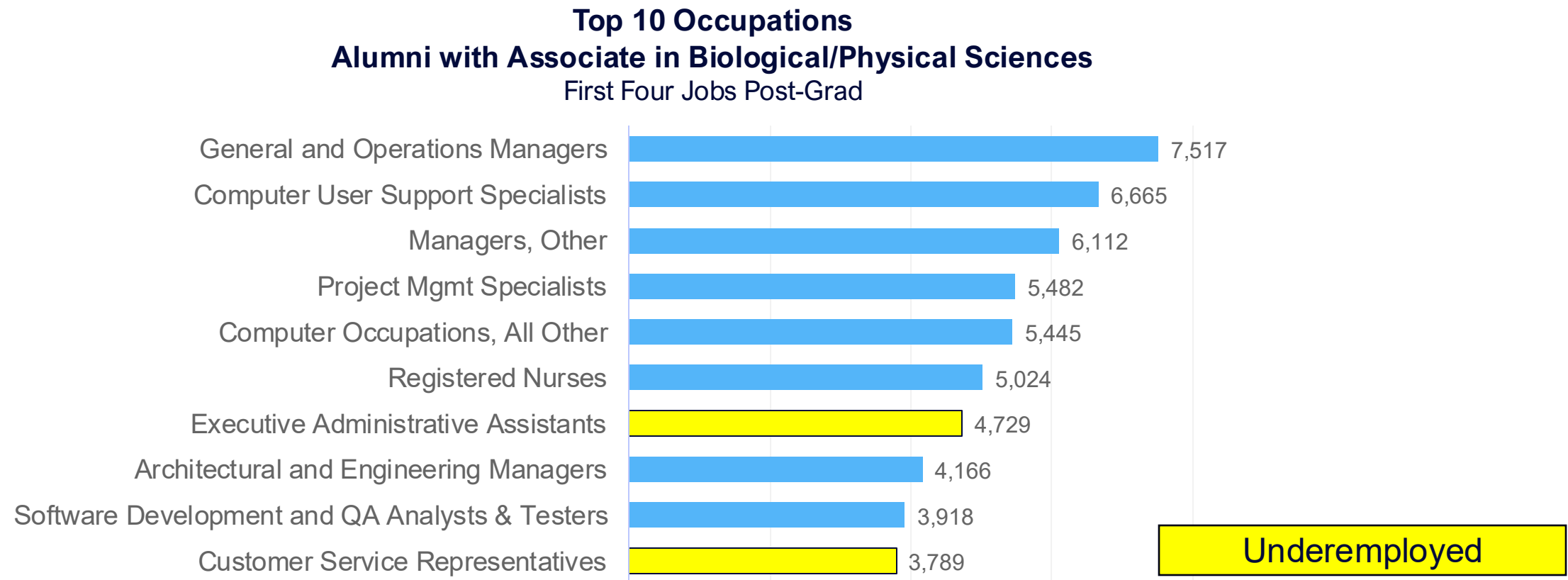
## Common data sources link programs to “direct prep” occupations.

According to direct prep jobs data, Biology/Physical Sciences grads go into nine occupations.

### Direct Prep Job Postings, Biological and Physical Sciences May 2025



**Data on over 171,000 Associate in Biological and Physical Science graduates shows they go into 781 occupations.**



# Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

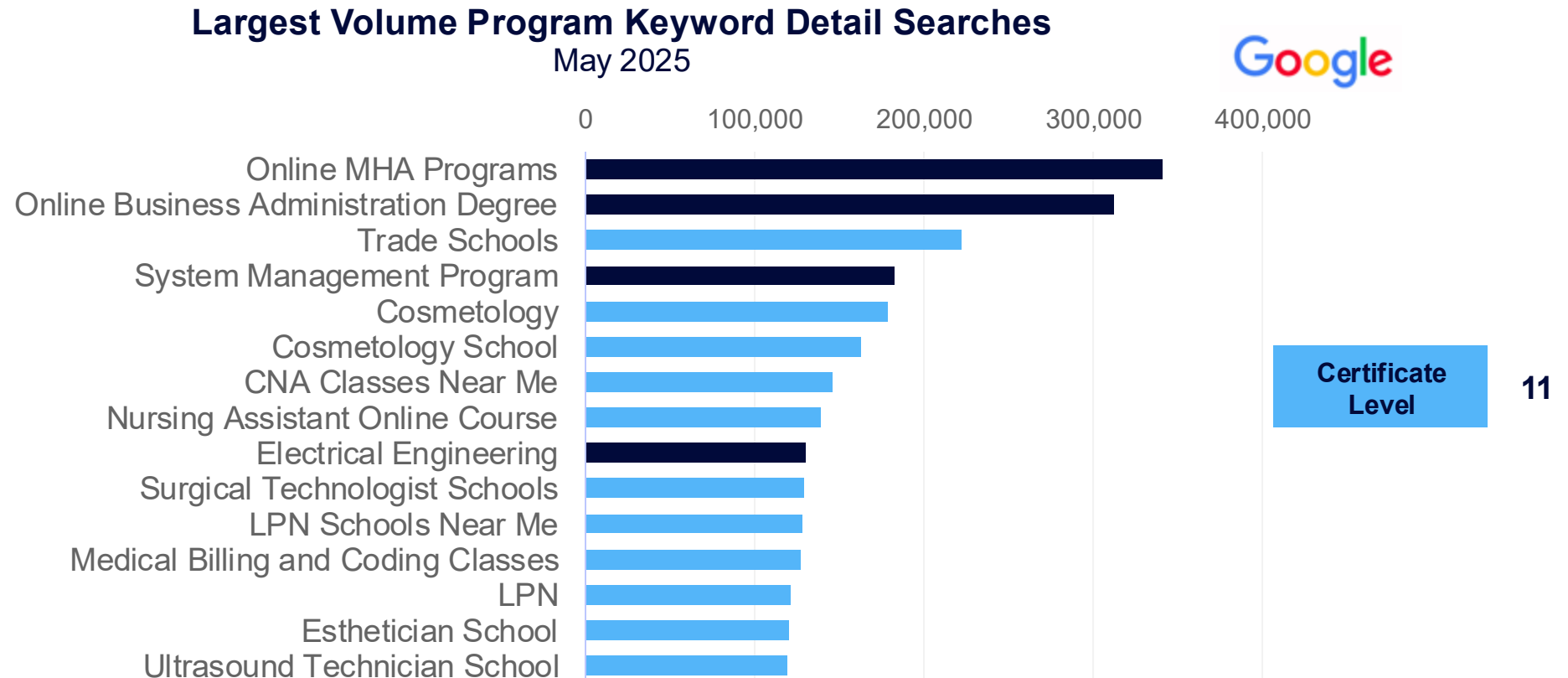
Certificates: A Deep Dive

AI Tools for Students

Summary

## Google: Keyword Detail, Certificates

In May, 11 of the top 15 keyword searches for academic programs were for certificates.

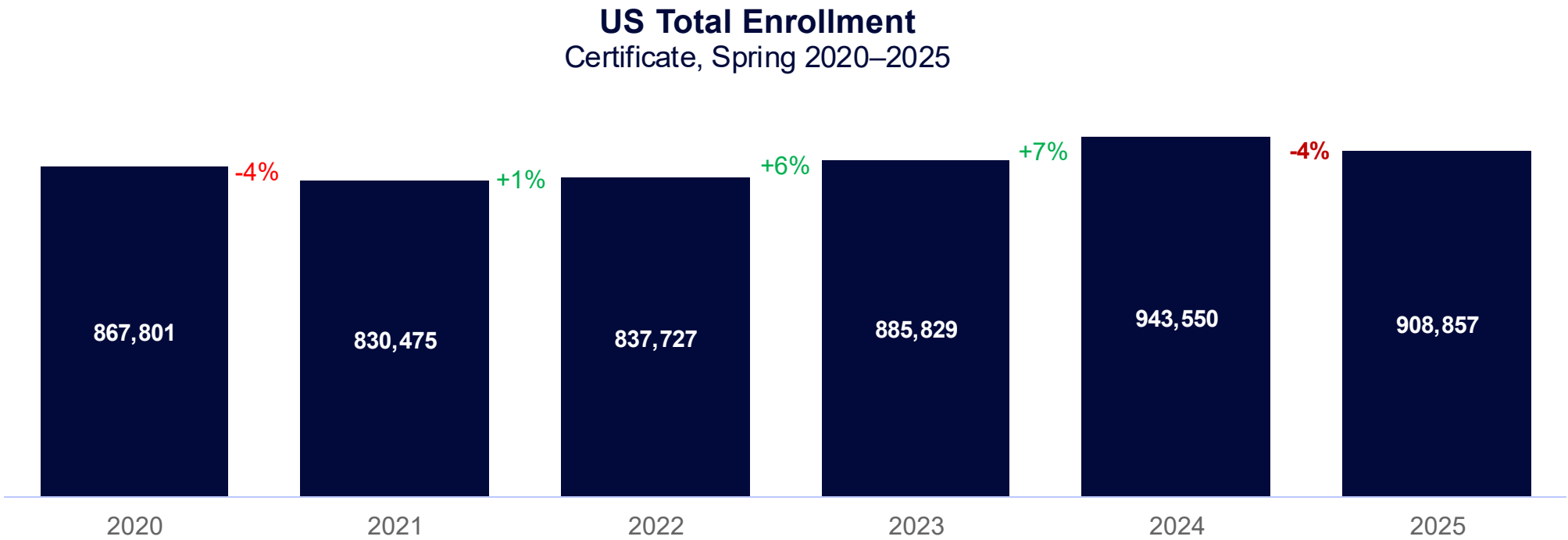


Source: PES Keyword Search Dashboard



# Spring Total Enrollment

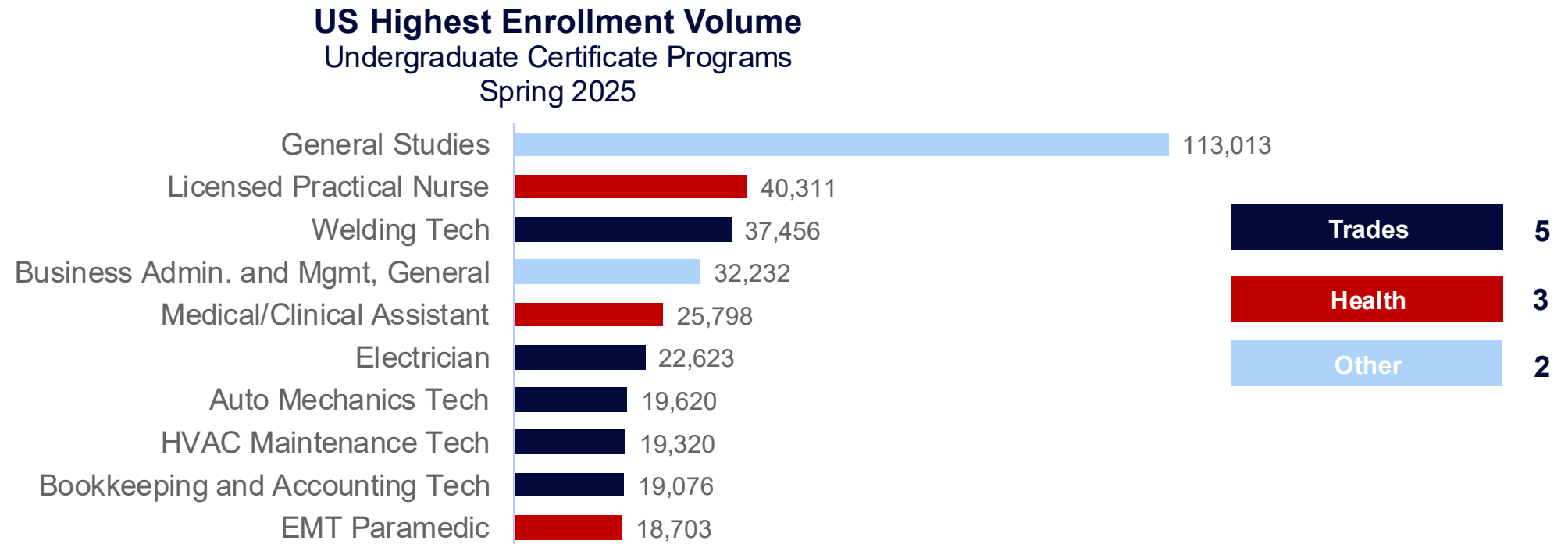
In Spring 2025, certificate-level total enrollment fell 4% year-over-year.



Source: PES Program Enrollment Dashboard

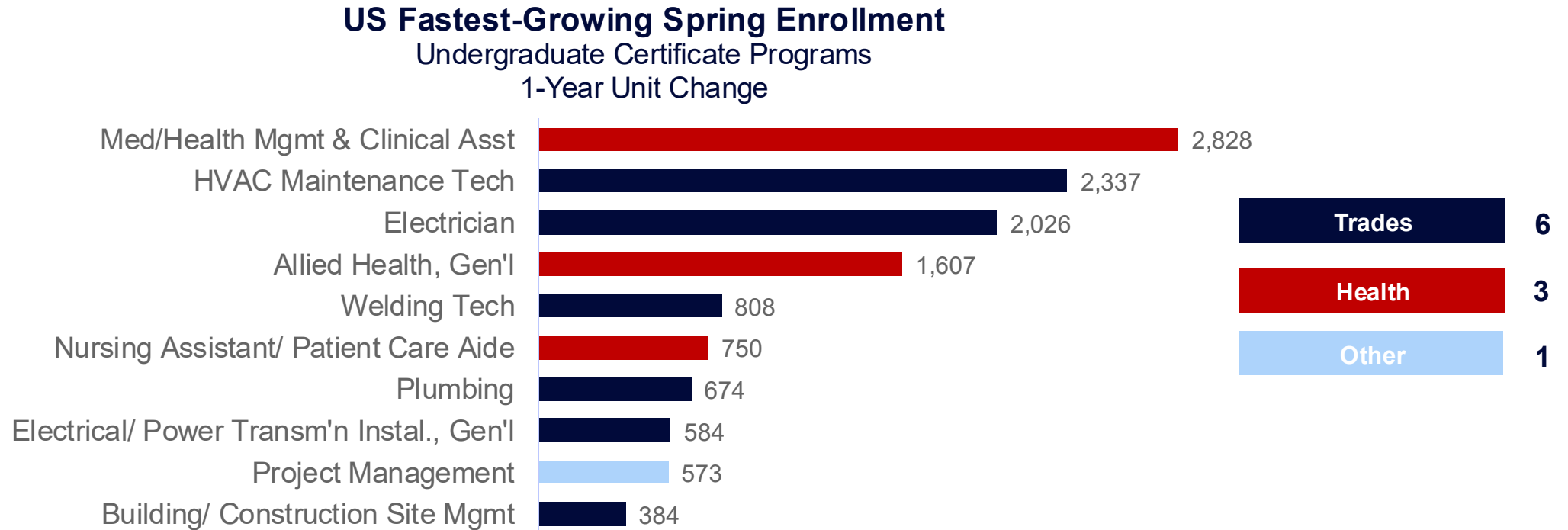
## Undergraduate Certificate: Spring 2025 Total Enrollment

In Spring 2025, General Studies and Licensed Practical Nurse had the highest enrollment.



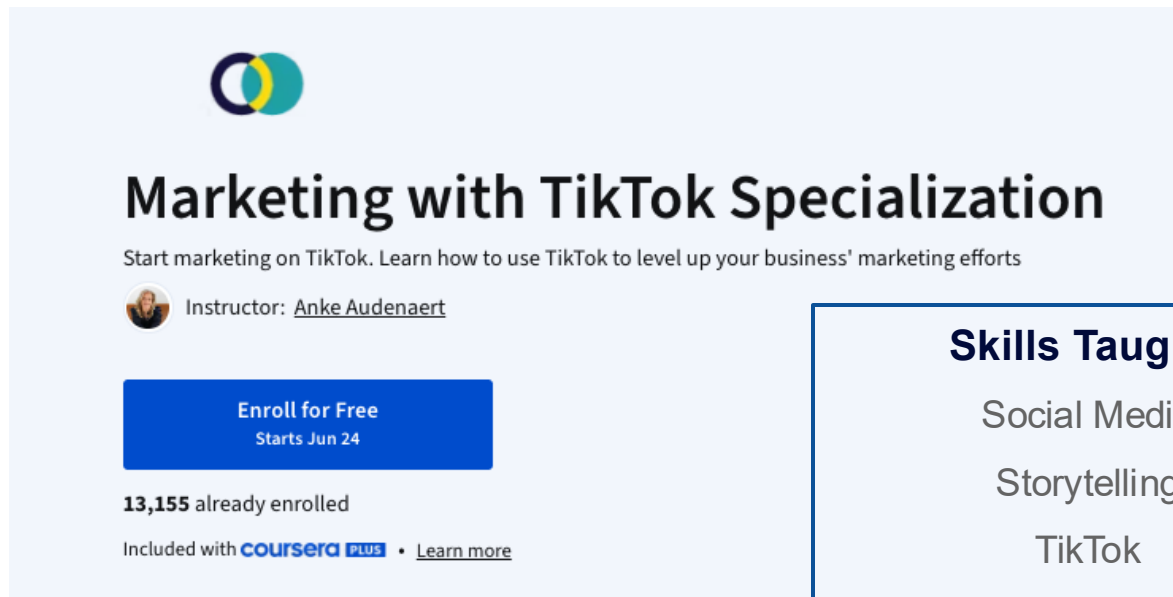
## Undergraduate Certificate: Year-over-Year Unit Change

In Spring 2025, Med/Health Mgmt & Clinical Assistant grew by almost 3,000 students.



# Coursera

## What skills do learners seek?



**Marketing with TikTok Specialization**

Start marketing on TikTok. Learn how to use TikTok to level up your business' marketing efforts

Instructor: [Anke Audenaert](#)

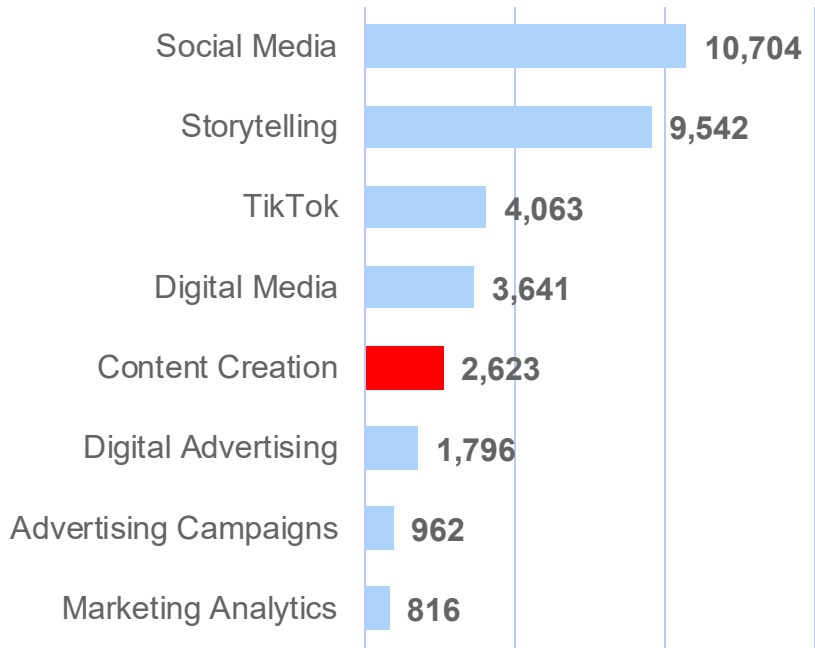
**Enroll for Free**  
Starts Jun 24

**13,155** already enrolled

Included with [Coursera Plus](#) • [Learn more](#)

- Skills Taught:**
- Social Media
  - Storytelling
  - TikTok
  - Digital Media
  - Digital Advertising
  - Advertising Campaign
  - Marketing Analytics

## Coursera Skills in Job Postings May 2025



Sources: coursera.org, PES Non-Degree Demand Dashboard



# Coursera

## What skills do learners seek?



### Intuit Academy Bookkeeping Professional Certificate

Launch your career in bookkeeping. Gain the professional skills you need to succeed in the bookkeeping field. No degree or prior experience required.

Instructor: [Intuit Academy Team](#)

Enroll for Free

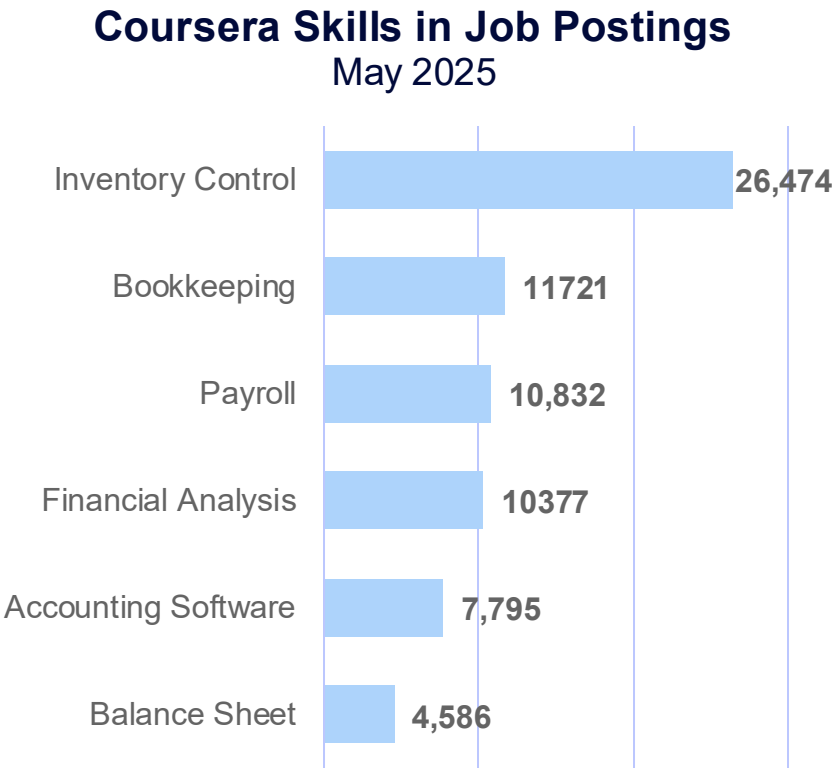
Starts Jun 24

233,092 already enrolled

Included with [Coursera Plus](#) • [Learn more](#)

- Skills Taught:**

  - Inventory Control
  - Bookkeeping
  - Payroll
  - Financial Analysis
  - Accounting Software
  - Balance Sheet



Sources: coursera.org, PES Non-Degree Demand Dashboard



## AI: The Wild Dog

Beautiful, fast, intelligent...and wild.





## Gray DI's College Companions tame, tune, and secure AI for you.



### Course Companion

Course Companion is an AI tutor grounded in your professor's content, including text, audio, video, PDFs, and more. It gives students personal academic help 24/7, using Socratic techniques that deepen the students' understanding without doing their work.



### Career Companion

Career Companion is your students' AI career coach, guiding them from enrollment to job search. It combines student interests with labor market data, helping students find meaningful pathways based on their major and goals. It's the future of career advising—scalable, intelligent, and always available.



### Communications Companion

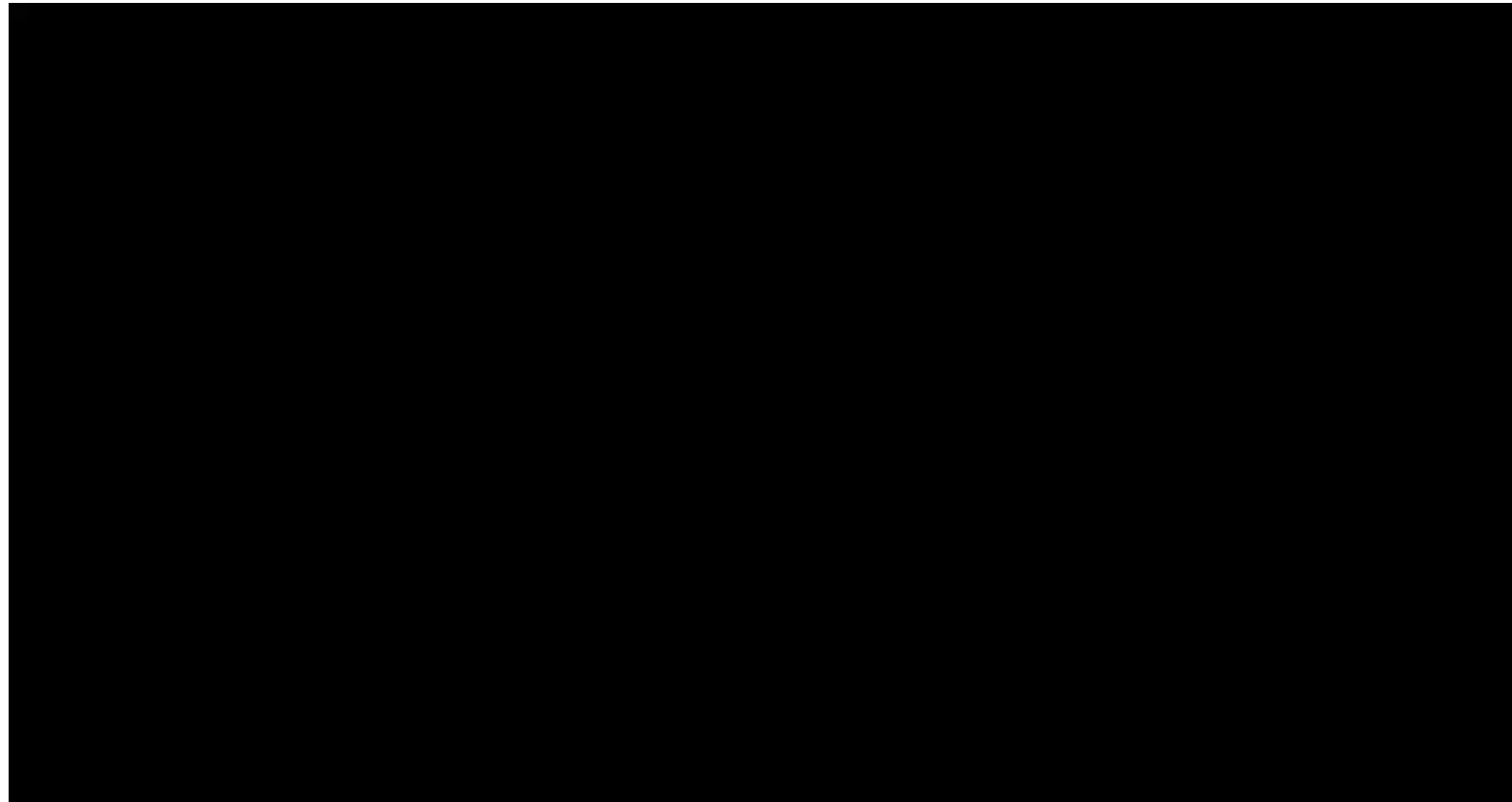
Communication Companion by Gray DI equips users with the skills to speak clearly, confidently, and effectively in high-stakes situations. From interviews and public speaking to tough workplace conversations and quick-thinking drills, this AI-powered coach offers real-time feedback and personalized practice—anytime, anywhere.



## What can AI do for your students?

### College Companion: Course

- Available 24/7 in over 30 languages
- Intended to improve student performance and retention rates
- Grounded in the professor's uploaded content (does not train on copyrighted material)

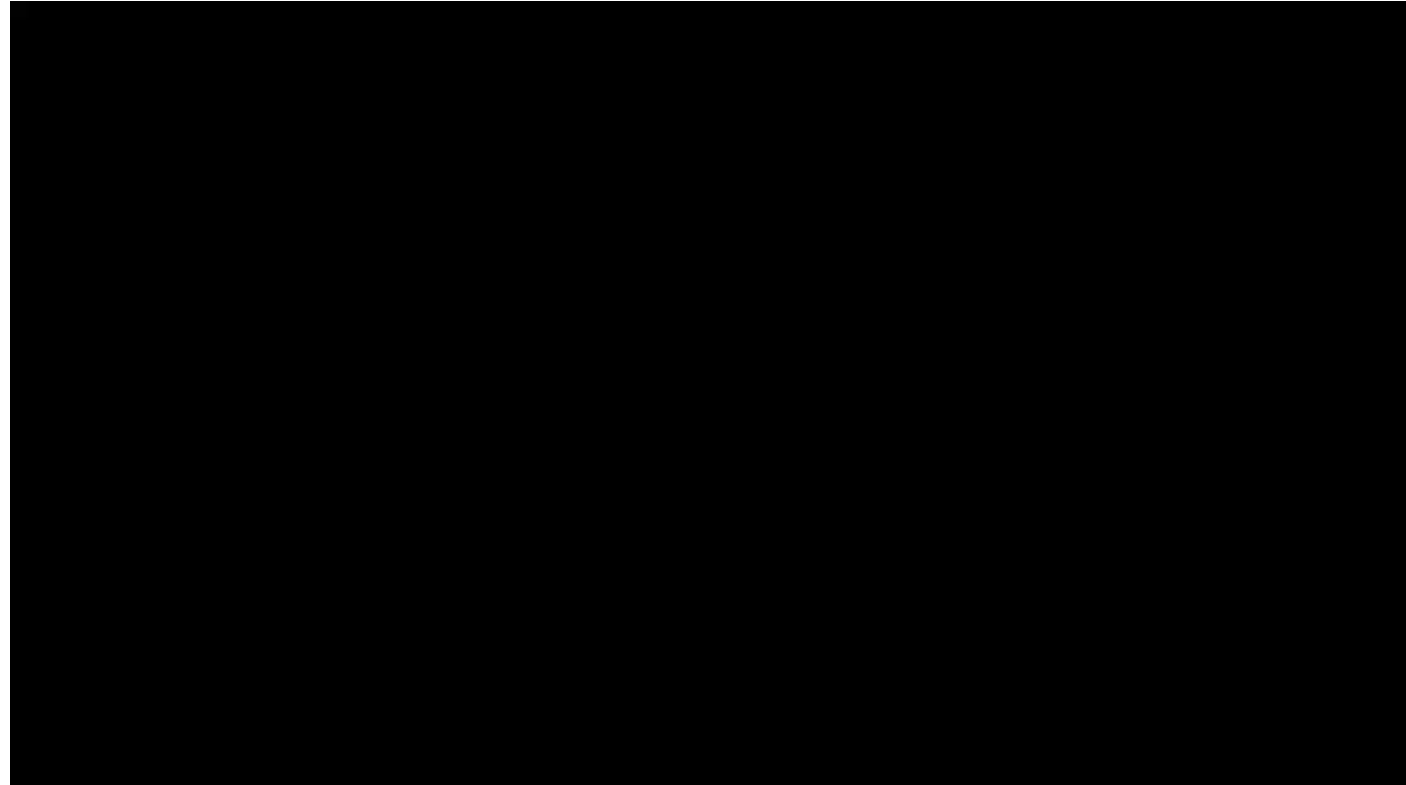




## What can AI do for your students?

### College Companion: Career

1. Conduct questionnaires to narrow down interests
2. Provide day-in-the-life descriptions and YouTube videos
3. Conduct mock interviews
4. Review resumes and cover letters
5. Provide current job postings and current employment data





## What can AI do for your students?

### College Companion: Communications

- Equips students with the skills to speak clearly, confidently, and effectively in high-stakes situations.
  - The AI-powered coach offers real-time feedback and personalized practice anytime, anywhere.
  - Tailored to students' guidelines, strengths, goals, and learning styles.

[Academic Research Presentation](#)

## Summary

- In May, Google searches for academic programs rose 16% year-over-year.
  - Health Care Admin searches grew by over 350,000 searches year-over-year.
  - Average cost-per-click fell 4% year-over-year.
- In Spring 2025, enrollment decreased 4% at the associate and certificate levels.
  - Medical/Health Mgmt and Clinical Assistant enrollment grew by over 2,800 students at the certificate level.
  - Allied Health grew by over 18,000 students at the associate level.
- Job postings fell 10% at the associate and below levels.
- In May, only nine occupations achieved growth year-over-year.
  - Many of these were in operations.
- Associate in Bio/Physical Sciences grads go into 781 occupations, most of which are not directly related to their major.
- Certificate programs are in demand – but not just in higher education.
- New AI tools, including tutors, career advisors, and public speaking coaches, are emerging for higher education.

## Announcement!

### Demand Trends for Community Colleges are now offered quarterly.

Join us for our regular monthly Demand Trends webinar for data on all award levels.

#### Up Next: Monthly Demand Trends Webinar

Date	Time
Thursday, July 31 <sup>st</sup>	2 PM ET

#### Other Resources

#### 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

