



Demand for Higher Education Programs

May 29th, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Emerging Technology

Summary



An academic Program Evaluation System enables growth and sustainable financials.



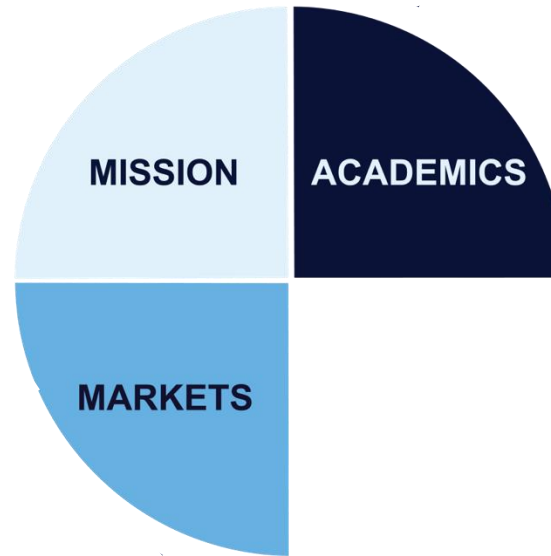


An academic Program Evaluation System enables growth and sustainable financials.





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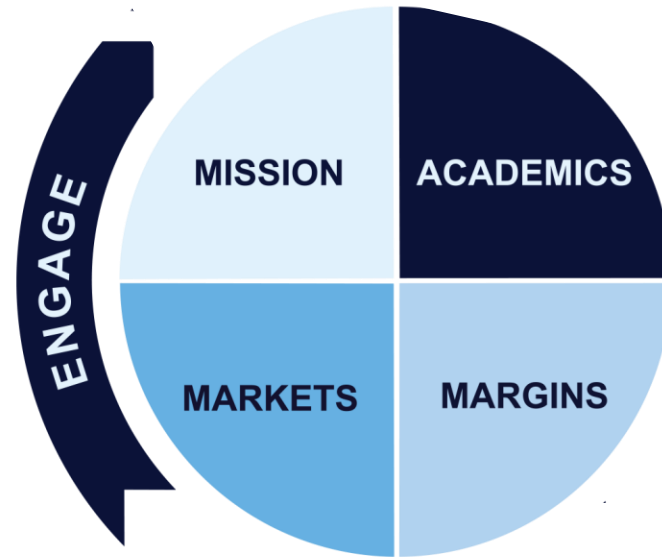


An academic Program Evaluation System enables growth and sustainable financials.



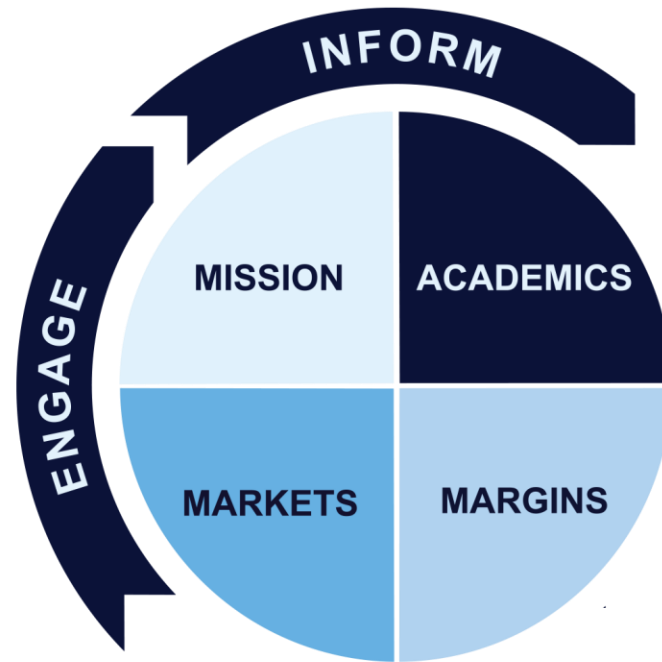


An academic Program Evaluation System enables growth and sustainable financials.



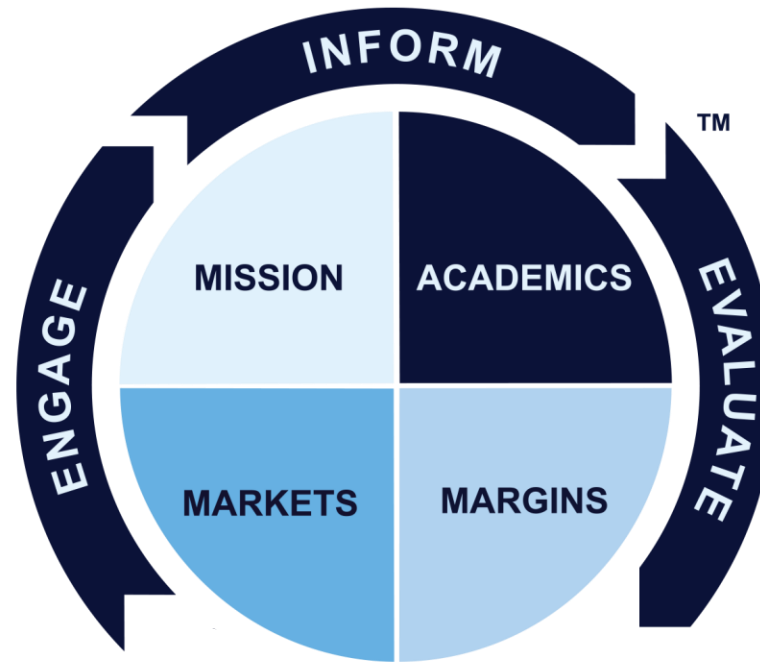


An academic Program Evaluation System enables growth and sustainable financials.





An academic Program Evaluation System enables growth and sustainable financials.





Program Evaluation System Overview



Agenda

What is a Program Evaluation System?

Student Demand: Google Keyword Searches

Employment: Current Indicators

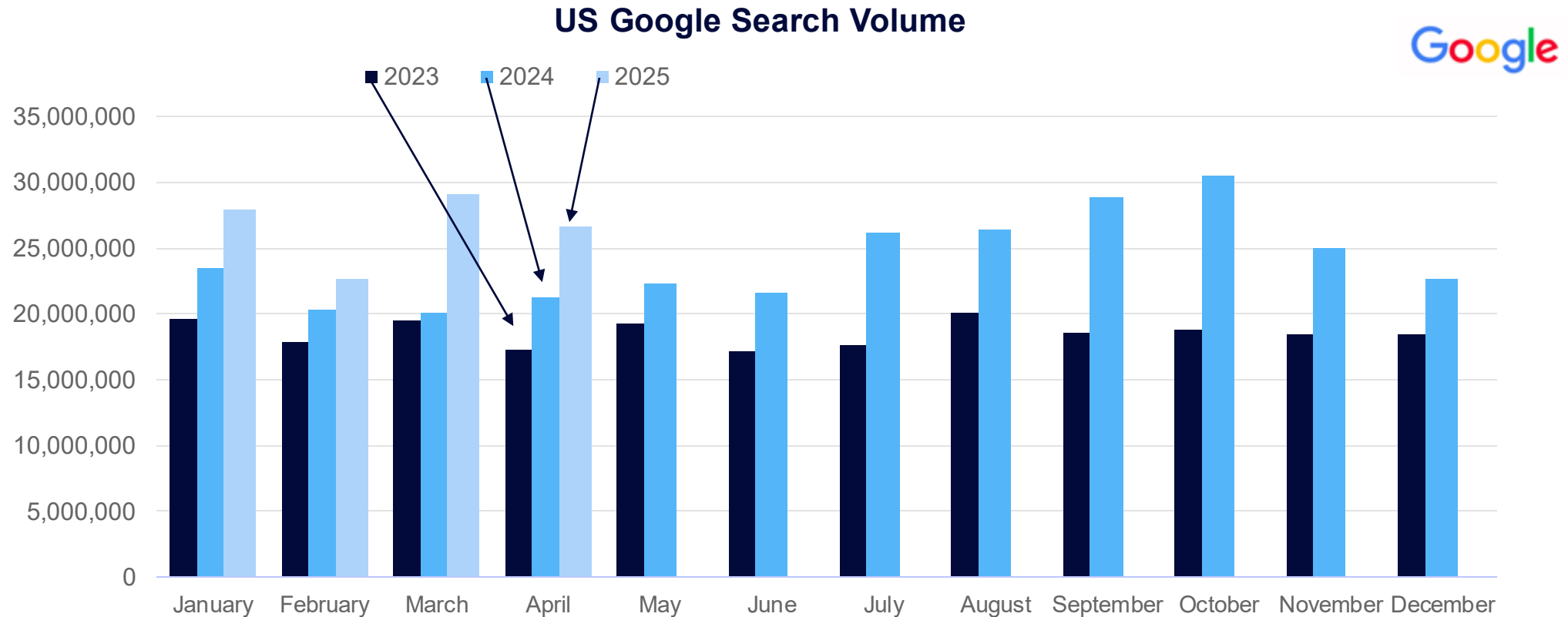
Emerging Technology

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Google Search Trends: Programs

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

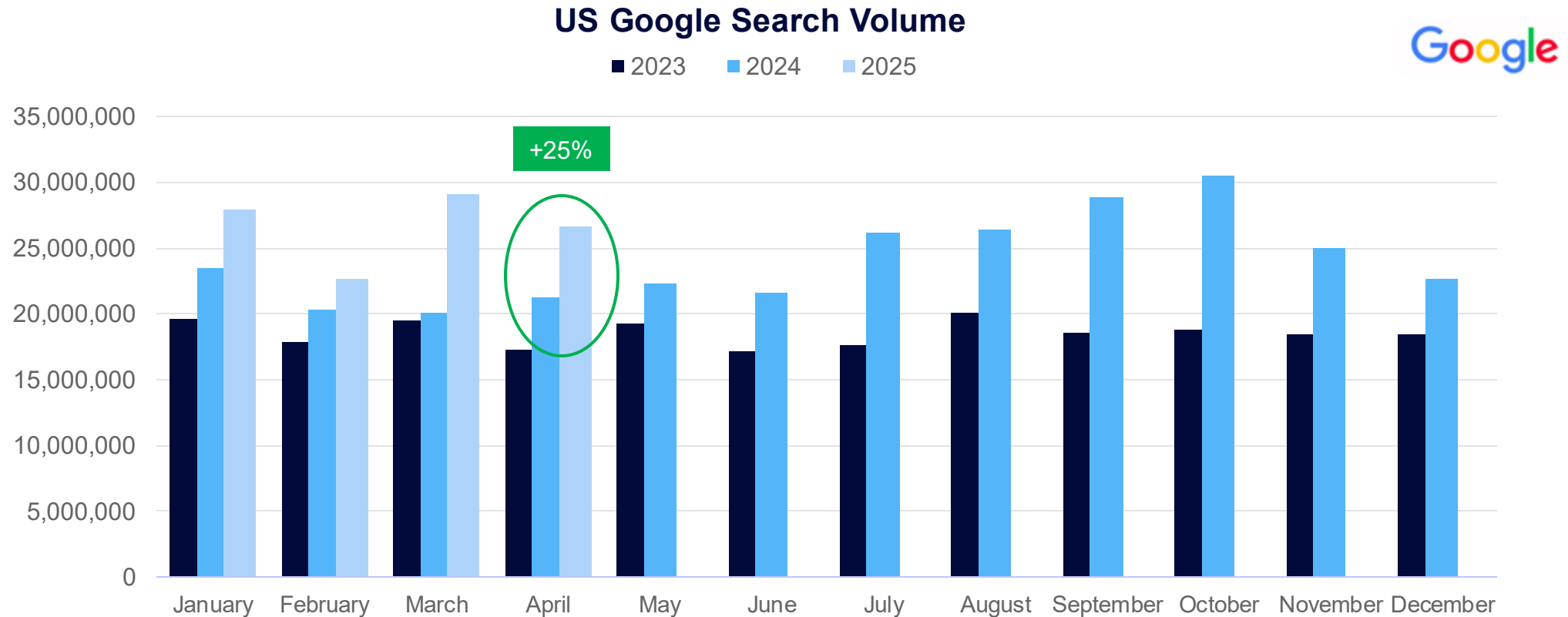


Source: Gray DI's PES Keyword Search Dashboard



Google Search Trends: Programs

In April 2025, Google searches for academic programs grew 25% year-over-year.

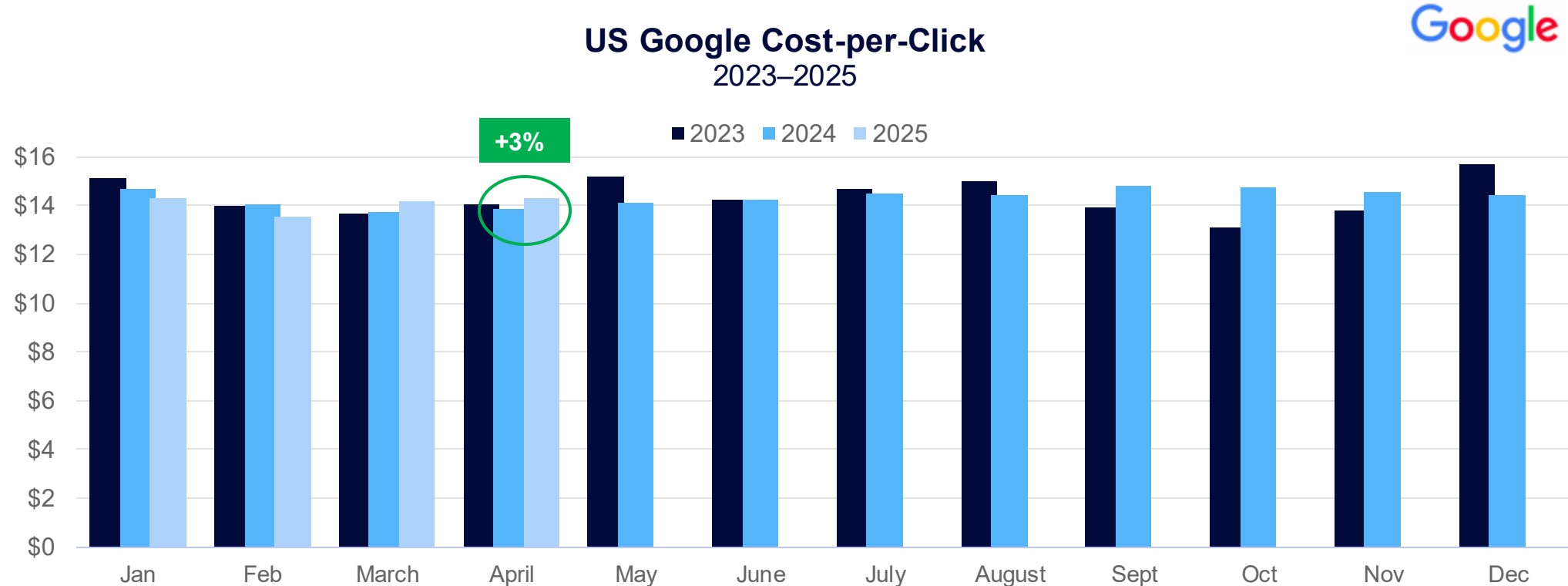


Source: PES Keyword Search Dashboard



Google Search Trends: Cost-per-Click

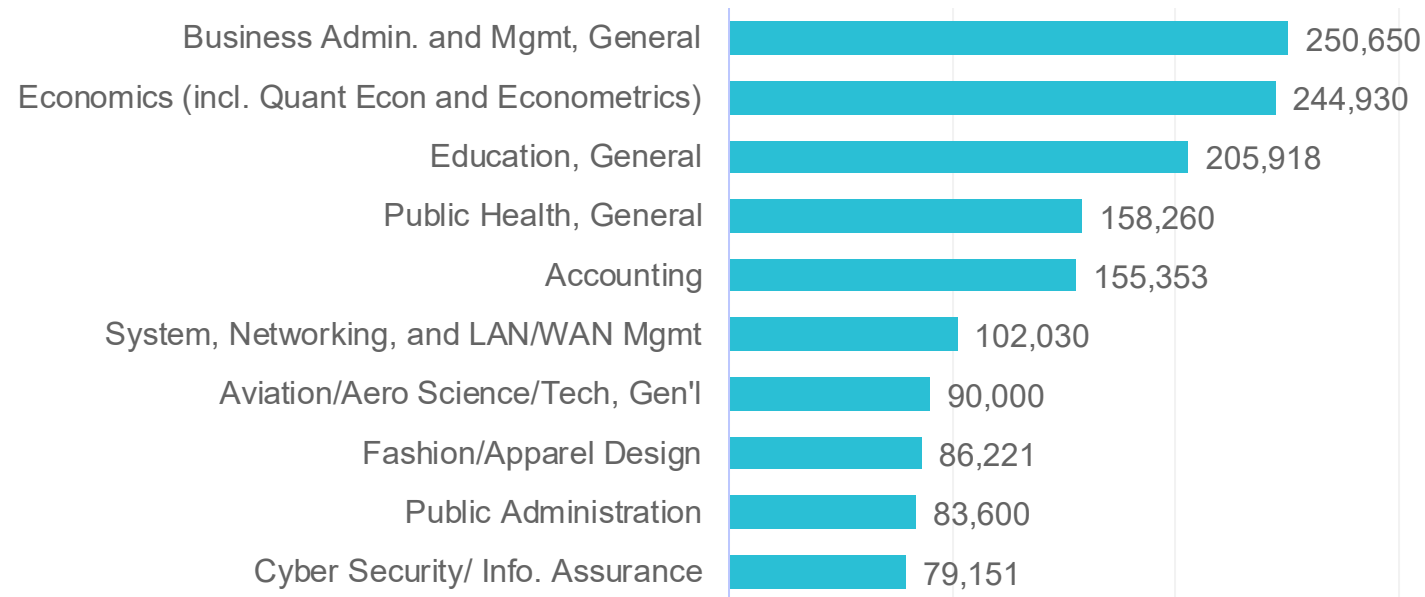
In April 2025, the average Google cost-per-click rose 3% year-over-year.



Google: Programs with Fastest-Growing US Search Volumes

In April, Business programs had the highest growth in keyword search terms.

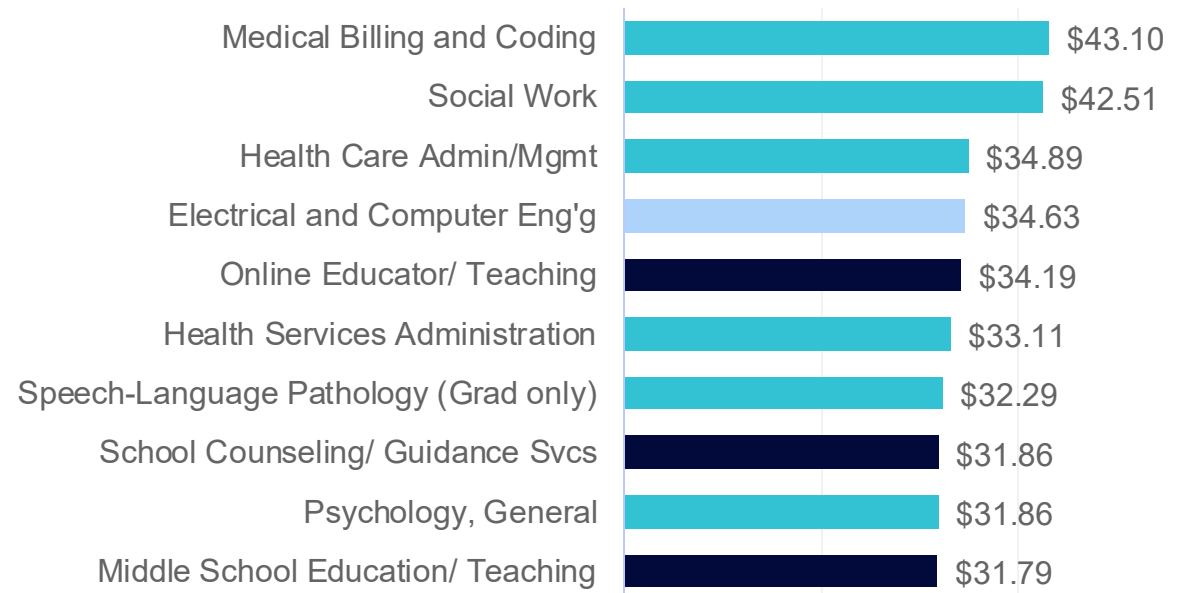
Programs with the Fastest-Growing Google Search Volume*
April 2025 1-year Unit Change



Google: Cost-per-Click, All Award Levels

In April, Medical Billing and Coding had the highest cost-per-click.

Programs with the Highest Google Keywords Cost
April 2025



Health-related	6
Education	3
Engineering	1

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What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

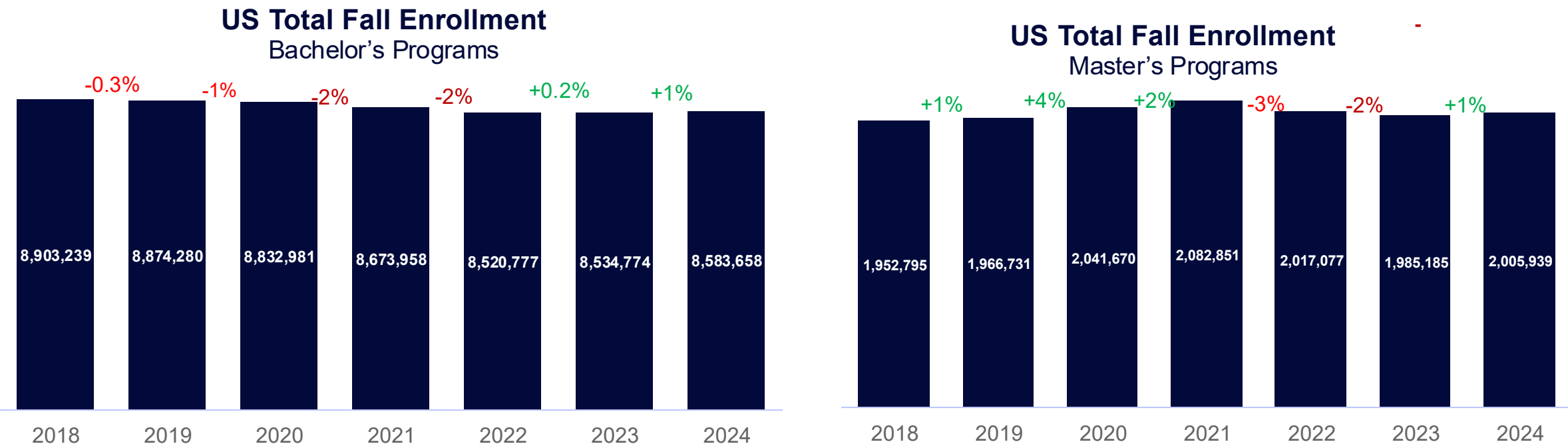
Emerging Technology

Summary



Fall Enrollment

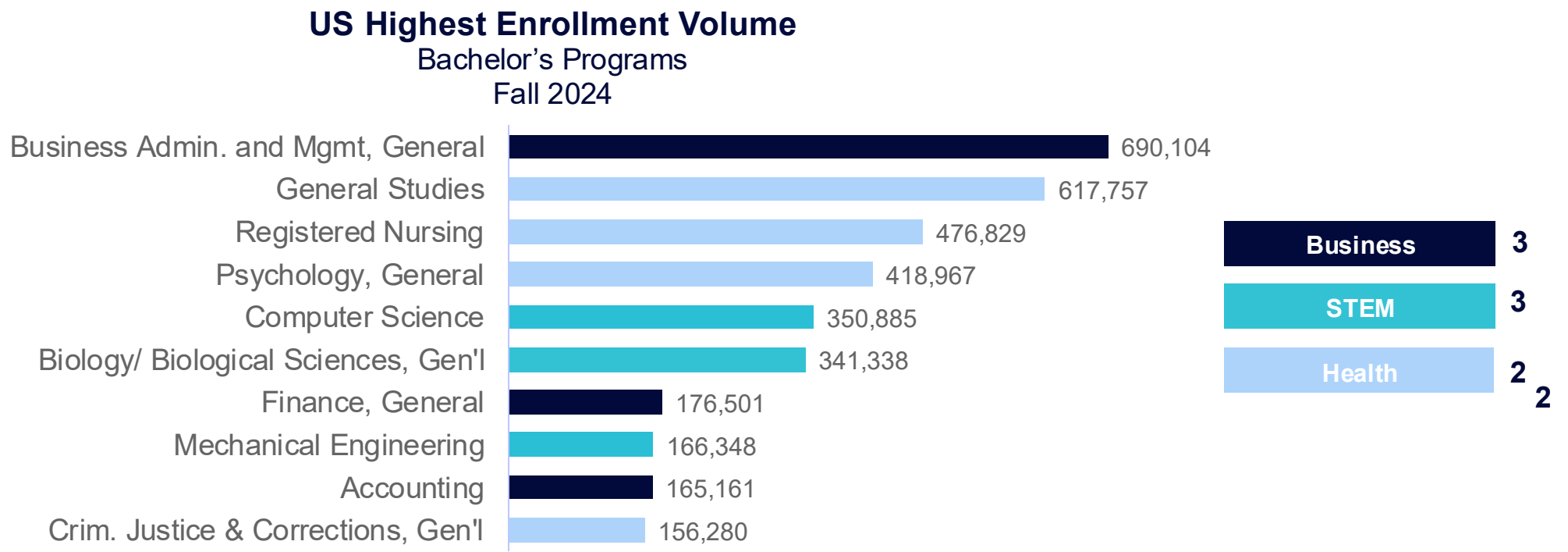
In Fall 2024, US total student enrollment rose 1% for both bachelor’s and master’s degrees.



Source: Gray DI's PES Program Enrollment Dashboard

Bachelor's: Fall 2024 Total Enrollment

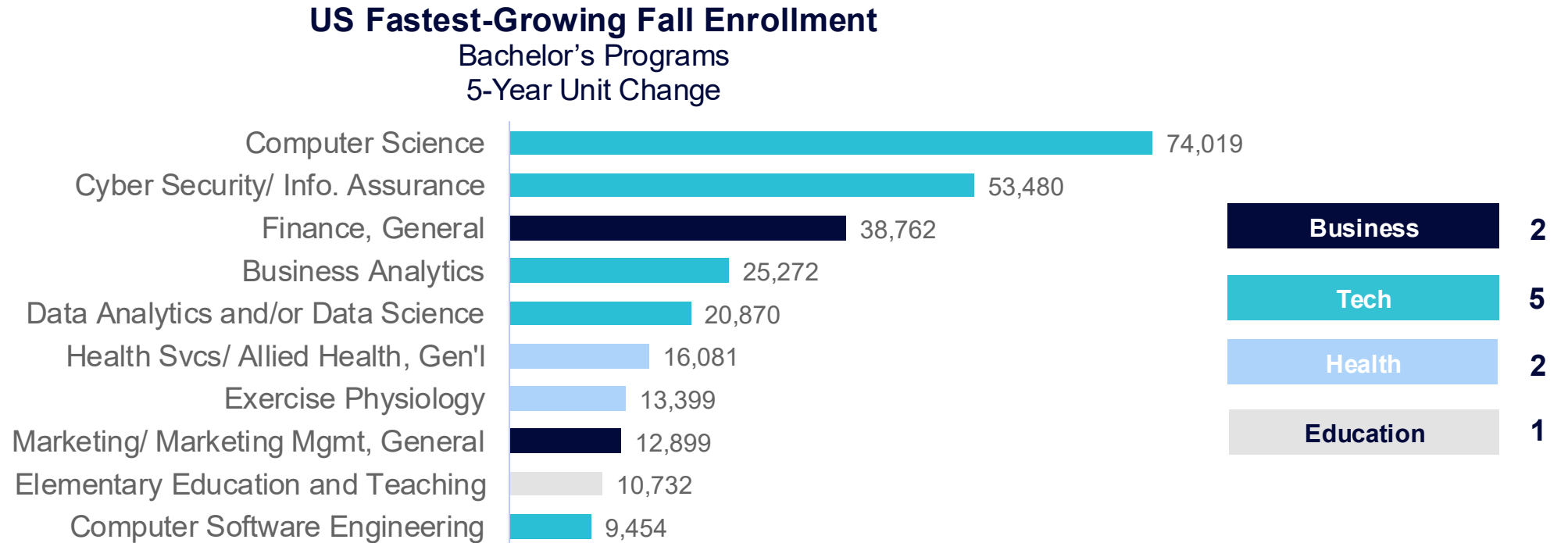
In Fall 2024, Business had the highest enrollment.



Source: PES Program Enrollment Dashboard

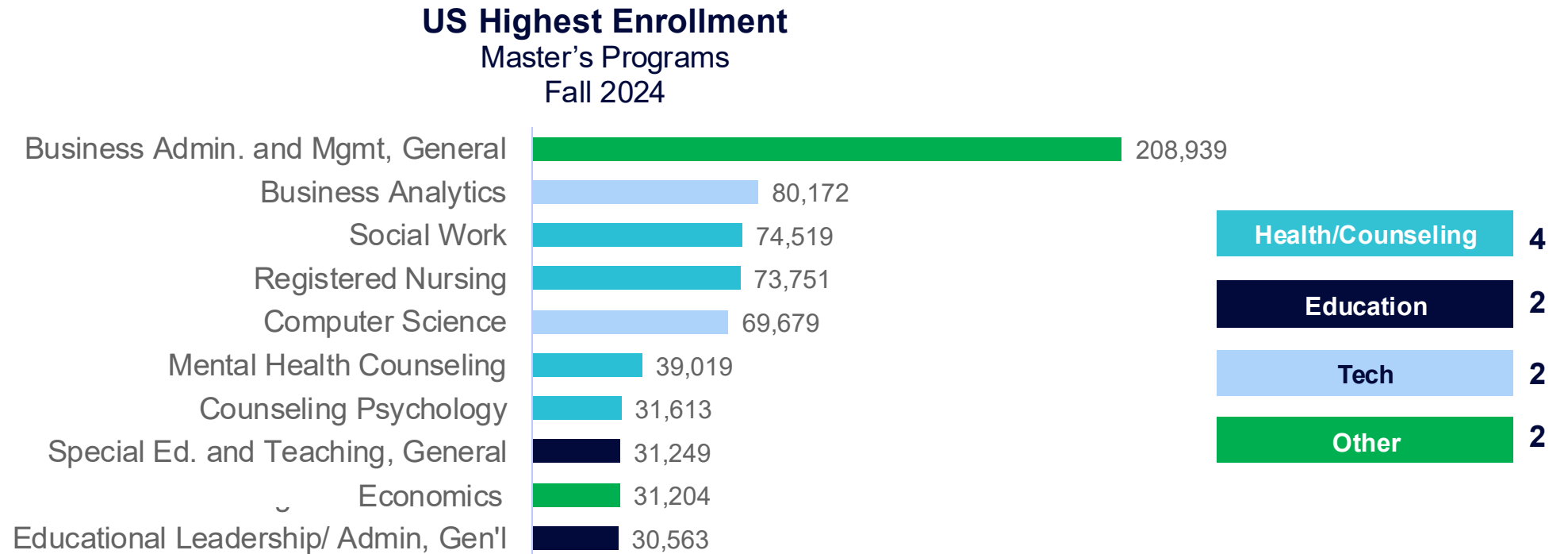
Bachelor's: Five-Year Growth

From Fall 2019 to 2024, half of the fastest-growing programs were in technology.



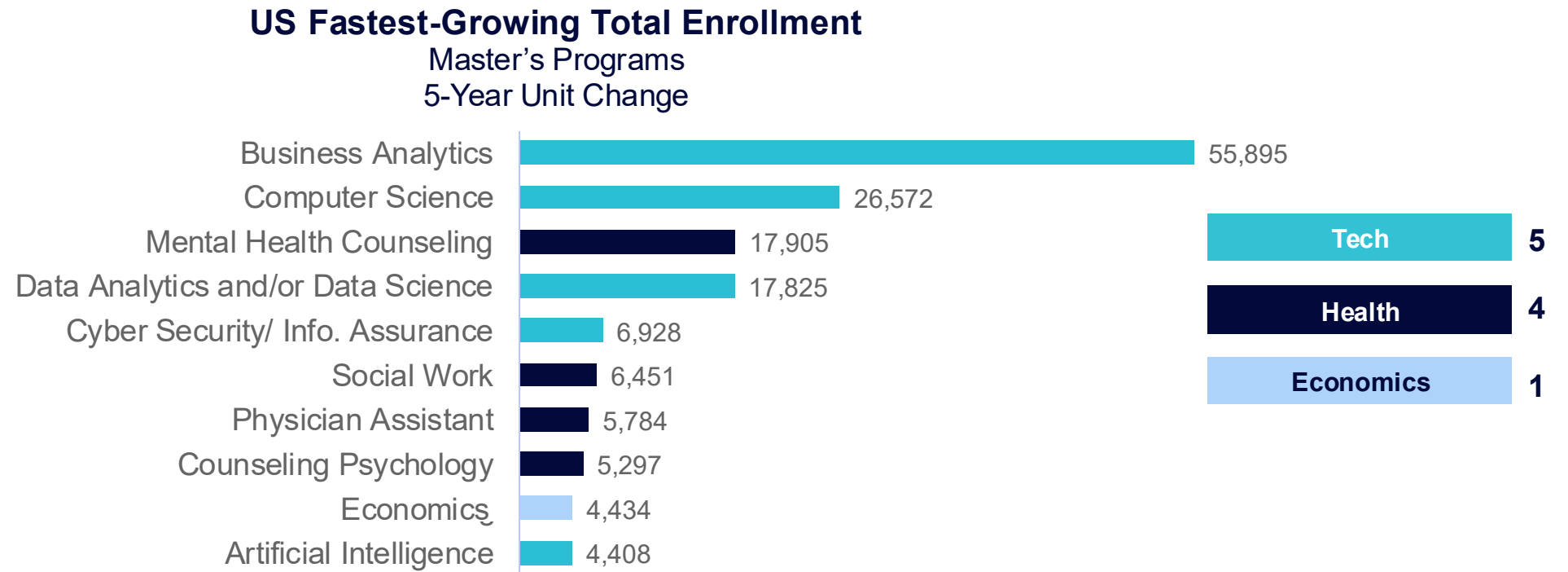
Master's: Fall 2024 Total Enrollment

At the master's level, Business had the highest enrollment.



Master's: Five-Year Growth

From Fall 2019 to 2024, Allied Health added the most students at the master's level.



Source: PES Program Enrollment Dashboard

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Student Demand: International

Employment: Current Indicators

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Summary



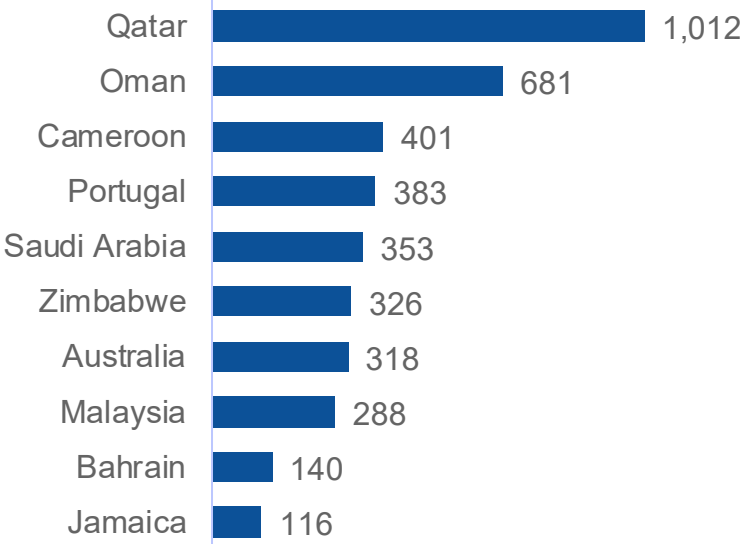
International Student Demand

In April 2025, international student interest in US programs fell 38% year-over-year.*

Int'l Page Views by Award Level April 2025 YoY	
Bachelor's	-26%
Master's	-45%
Doctorate	-7%

Qatar had the highest growth in page views.

Highest YoY Growth, Origin Countries
April 2025

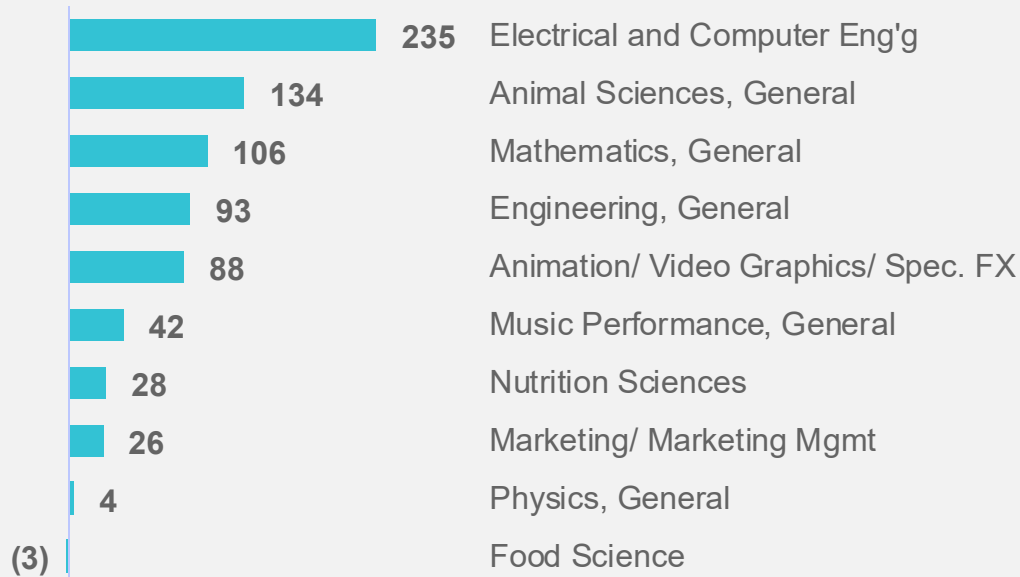


*Bachelor's, Master's, PhD only

International Page Views: April Fastest-Growing Programs

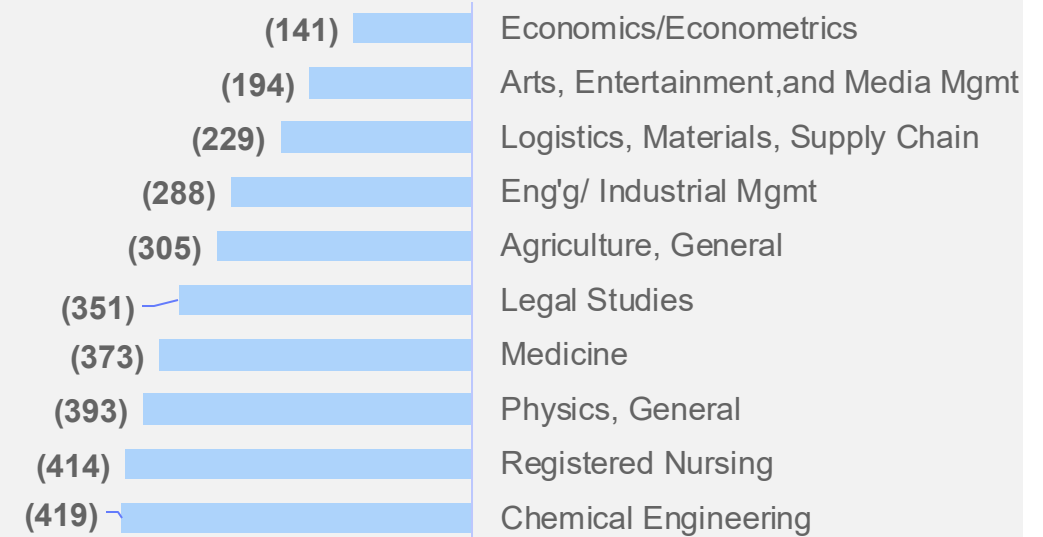
The fastest-growing bachelor's program year-over-year was Electrical and Computer Eng'g.

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



Economics had the smallest decline at the master's level.

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



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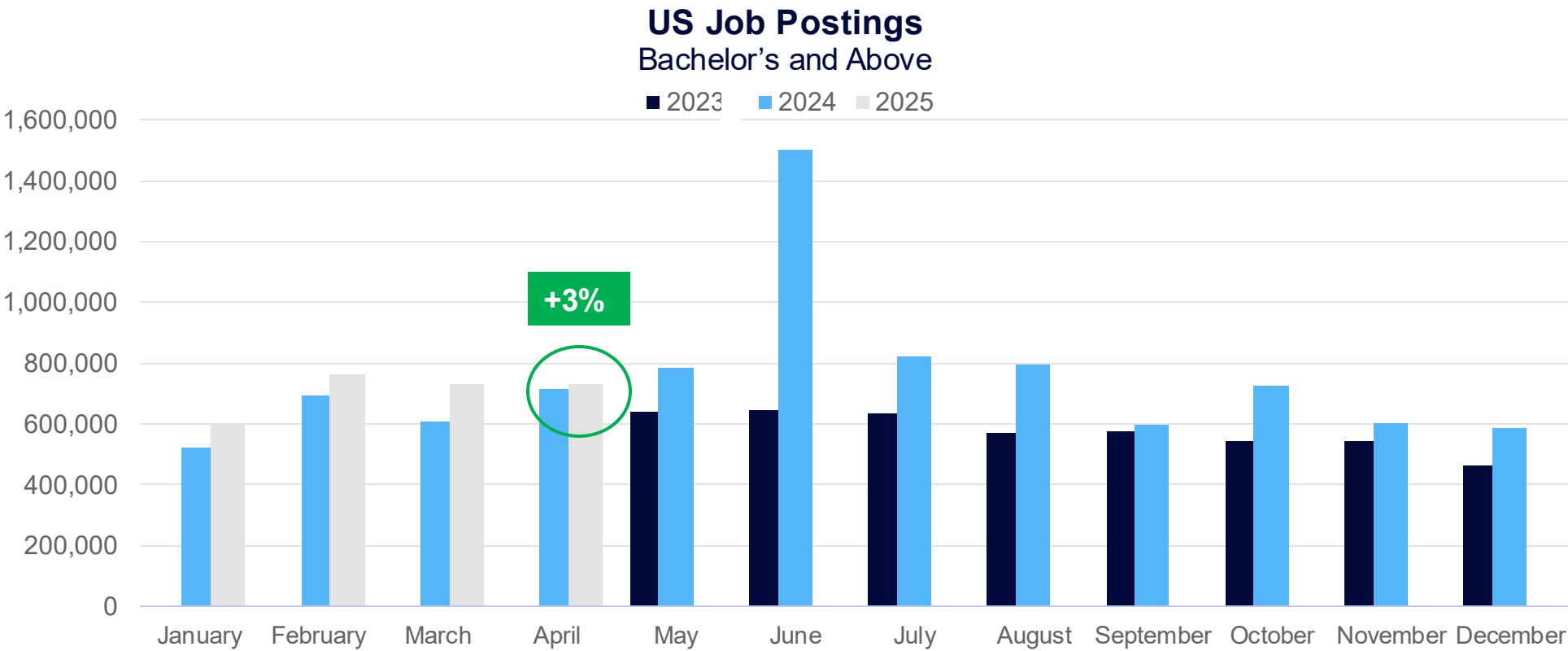
Nuventive: Planning and Improvement Software

Summary



US Job Postings Trends

In April, bachelor's and above job postings rose 3% year-over-year.



Source: Gray DI's PES Job Postings Dashboard

Fastest-Growing US Industries

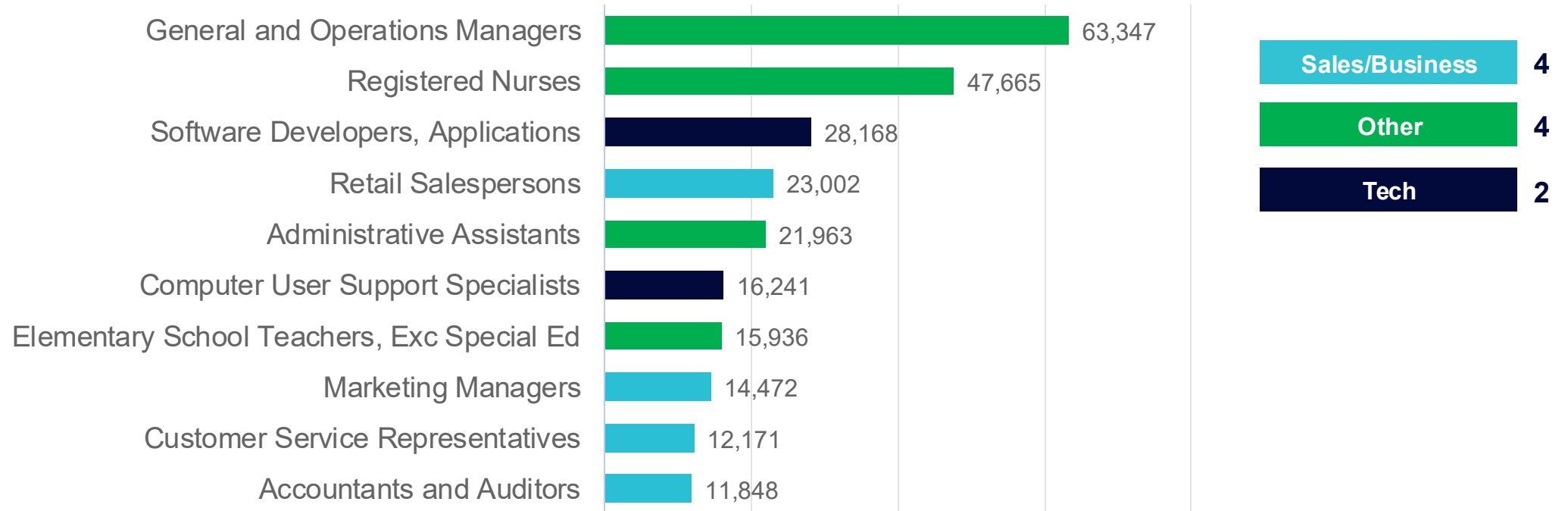
10 Fastest-Growing Job Postings by Industry

Bachelor's and Above, April 2025 YoY Unit Change



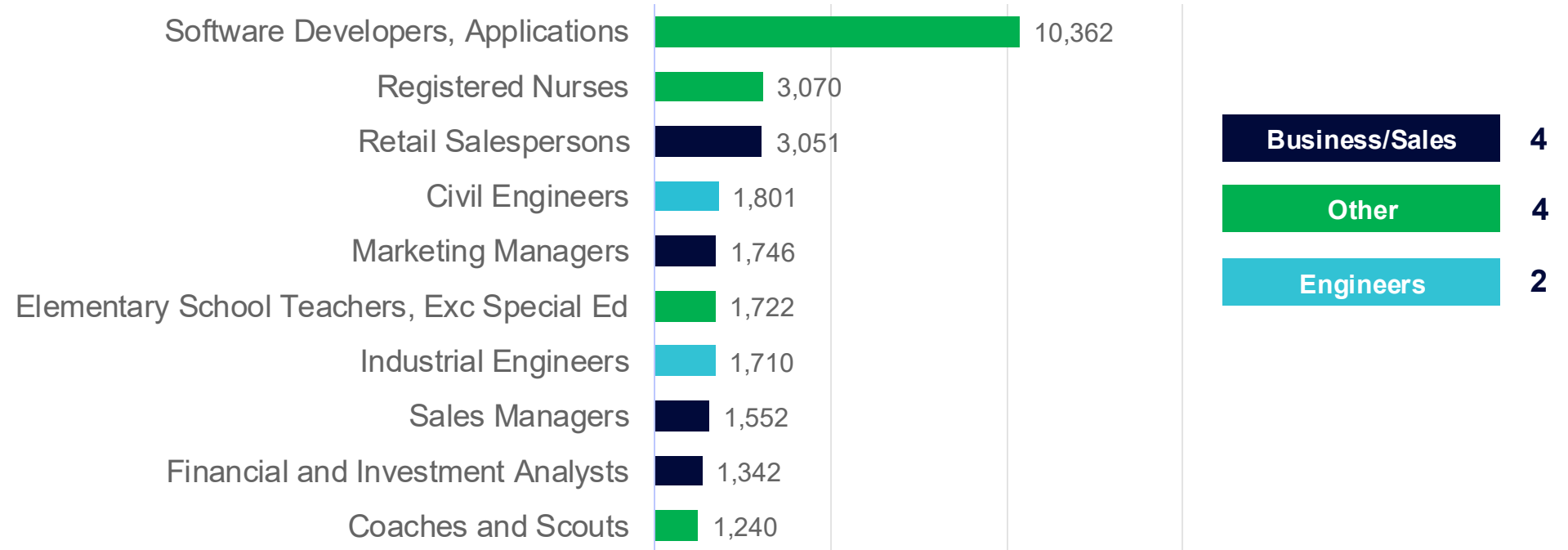
Highest Job Posting Volume, Bachelor's and Above

Highest Job Posting Volume by Job Title
Bachelor's and Above Level, April 2025



Fastest-Growing Job Postings, Bachelor's and Above

Fastest-Growing Job Postings Volume
 April 2025, Bachelor's and Above Level, YoY Unit Change

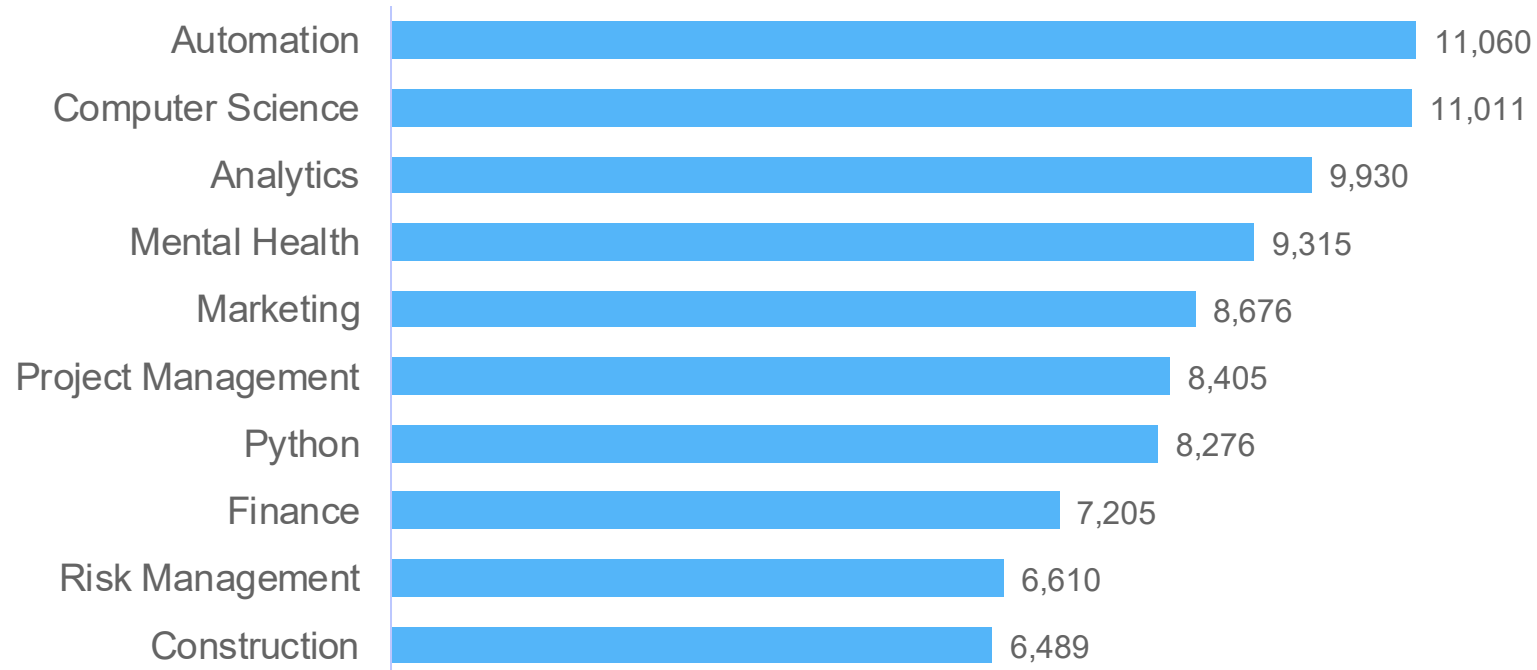


Which skills are growing in demand in the US?

There is an increasing need for automation skills.

10 Fastest-Growing Skills Volume in Job Postings

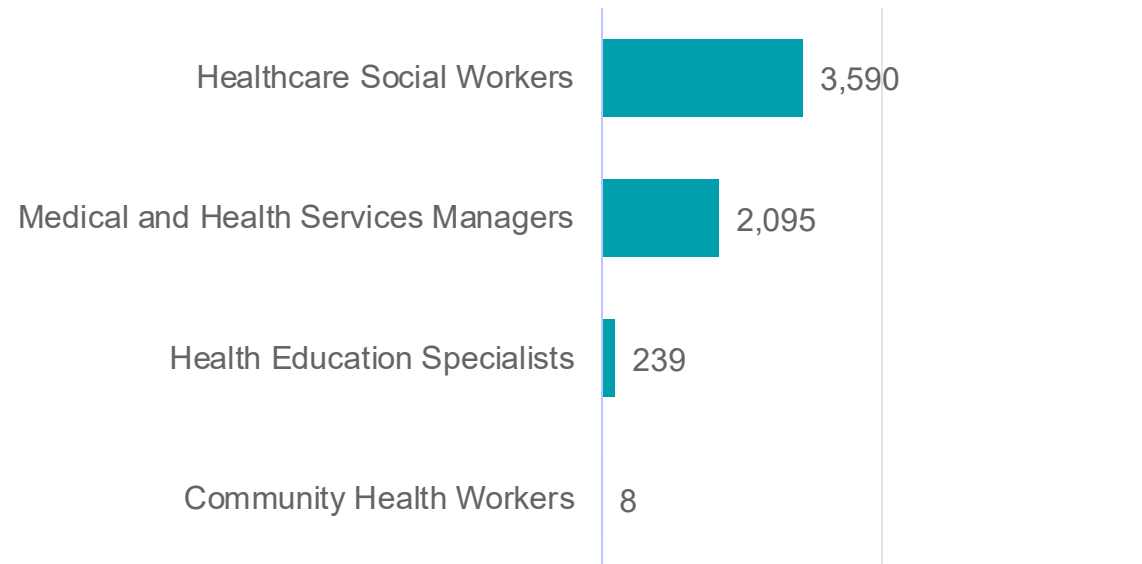
April 2025 YoY



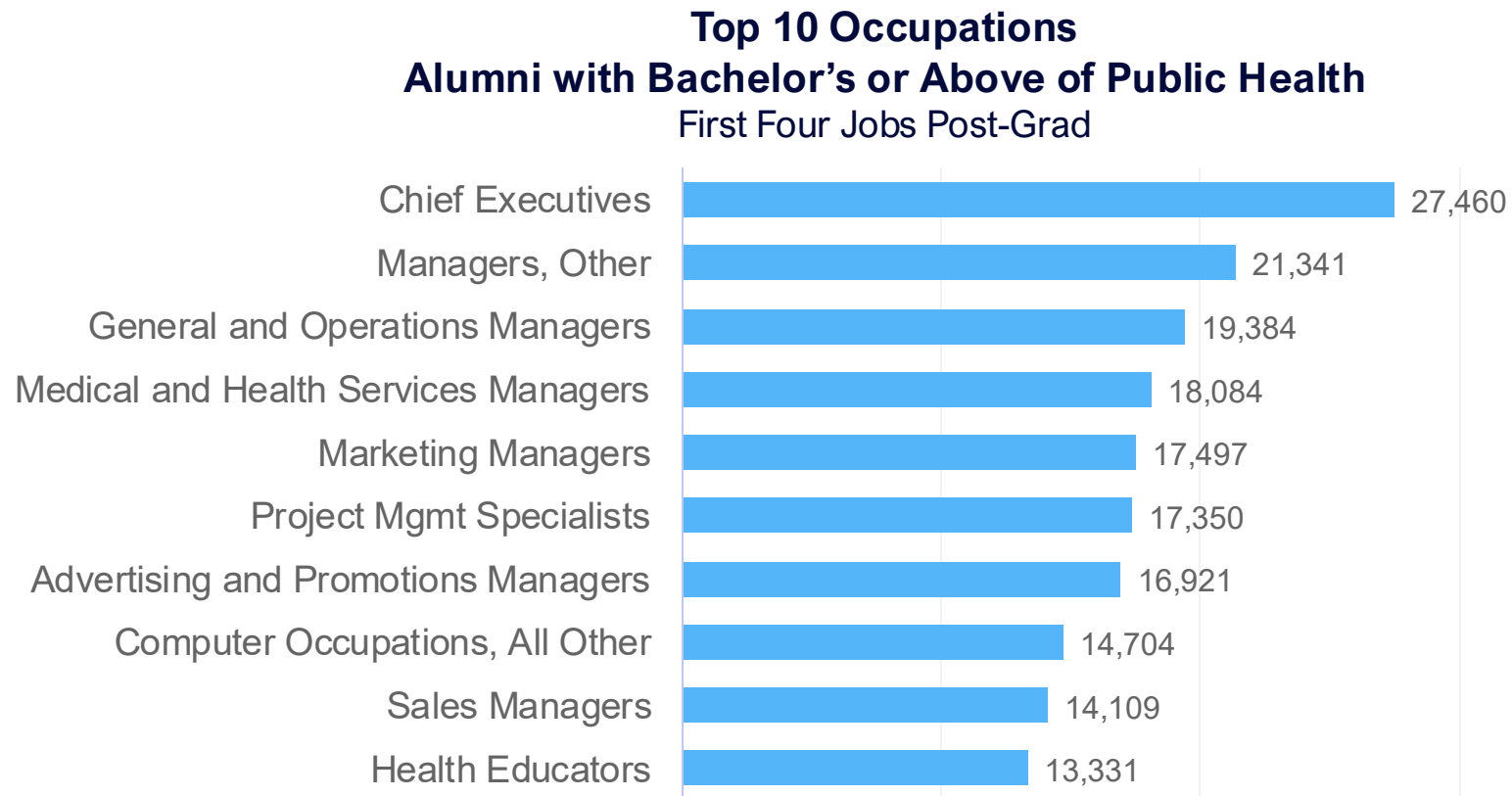
Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Public Health grads are prepared for four occupations.

Direct Prep Job Postings, Public Health
April 2025



Data on over 325,400 Public Health graduates from over 7,290 institutions shows they go into 778 occupations.



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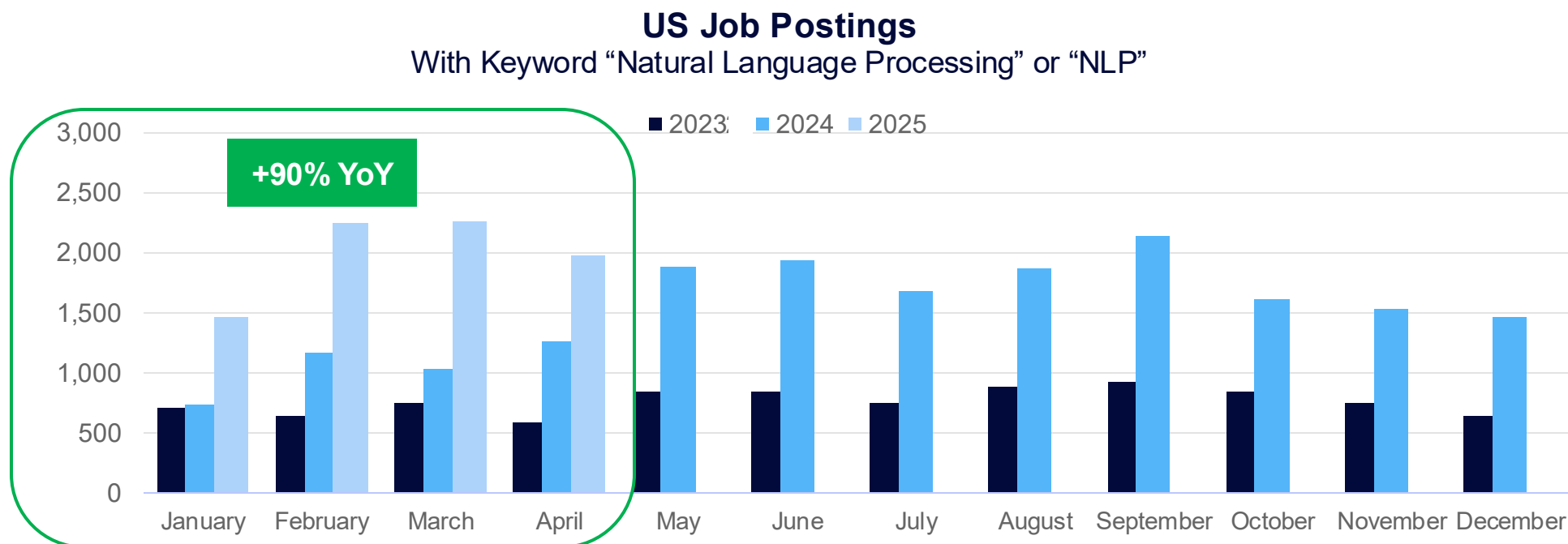
Summary



Artificial Intelligence

New skills have emerged and are growing rapidly.

- In the first four months of 2025, the volume of job postings with the keywords “Natural Language Processing” or “NLP” grew 90% year over year.

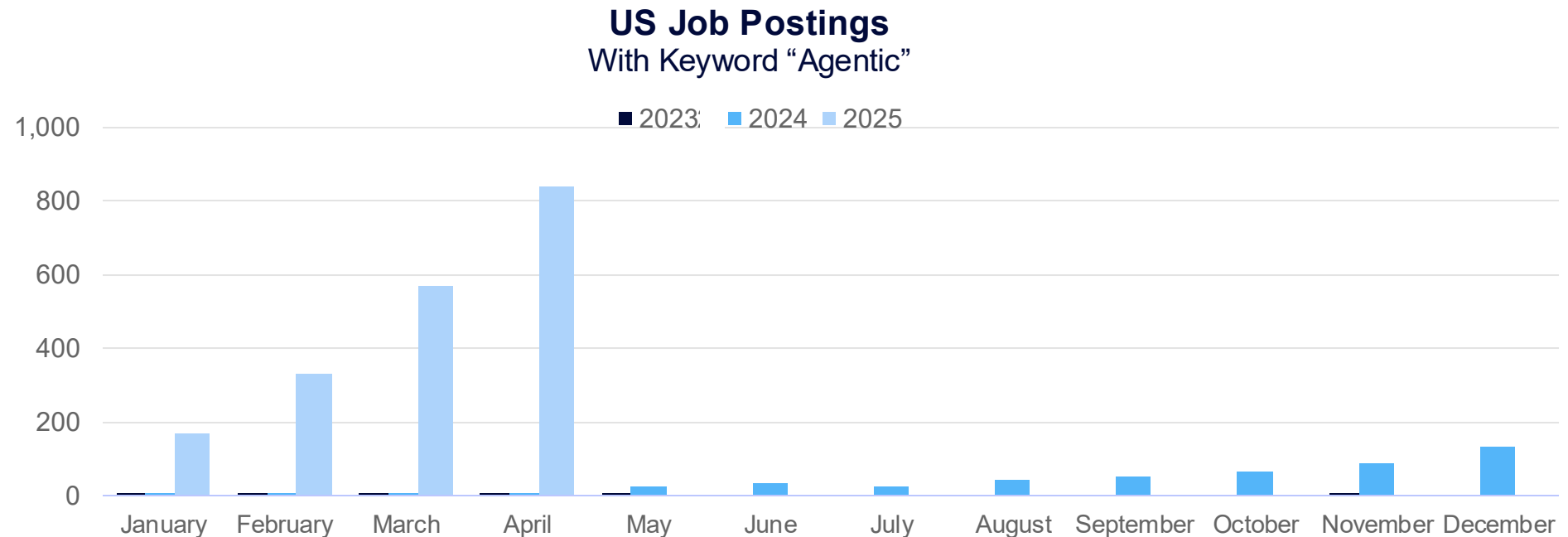




Artificial Intelligence

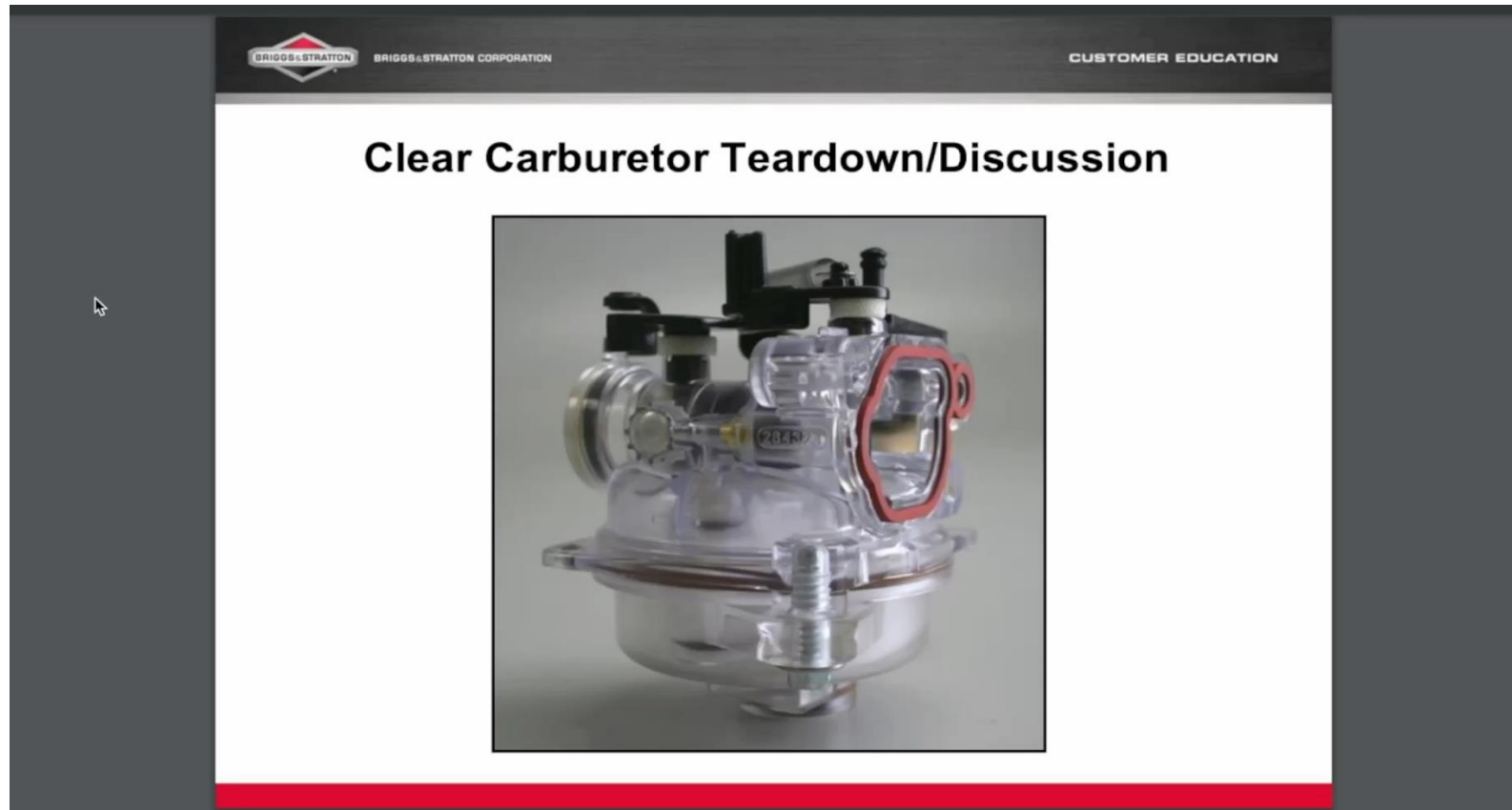
New tools emerge monthly.

- In April, 842 job postings included the keyword “Agentic”; in April 2024, there were two.



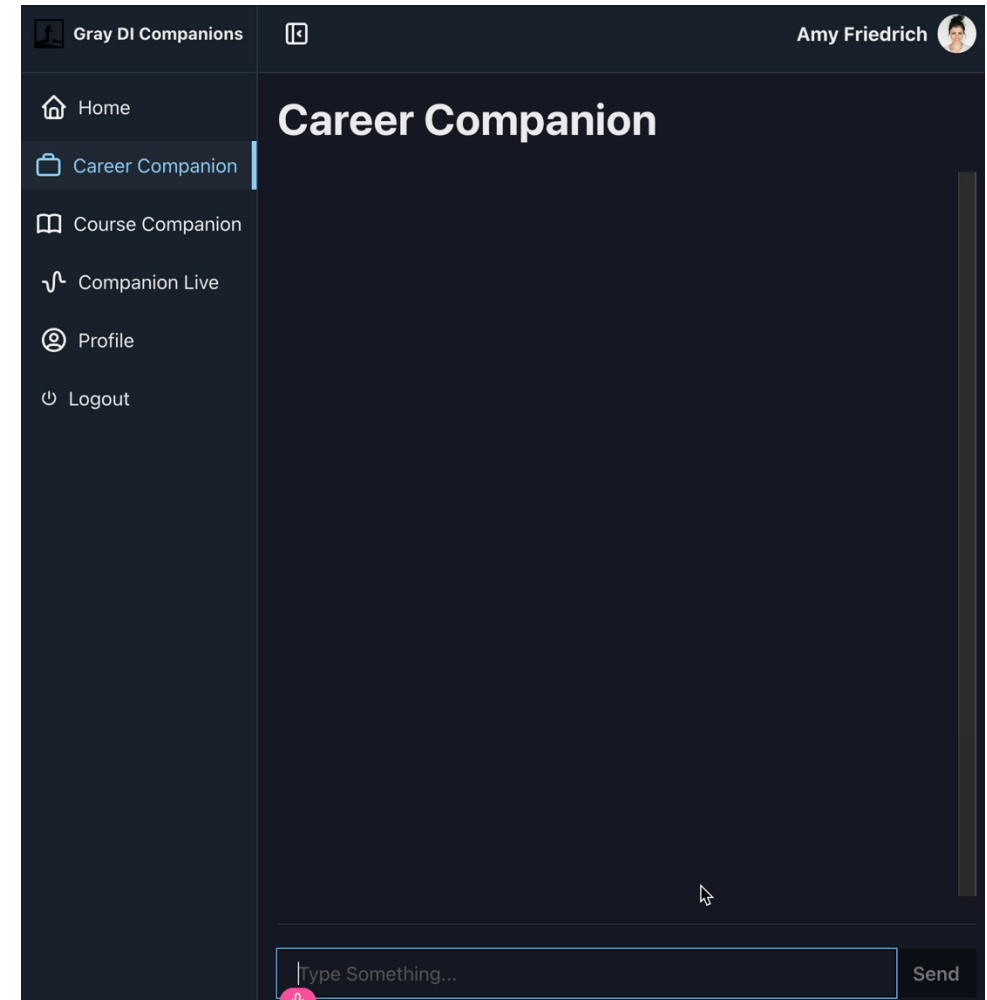


What can AI do for your Students? College Companion: Tutor



What can AI do For Your Students? College Companion: Careers

1. Offer resources for career service websites
2. Just chat about anything career-related
3. Conduct questionnaires to narrow down interests
4. Provide day-in-the-life descriptions and YouTube videos
5. Conduct mock interviews
6. Review resumes and cover letters
7. Suggest hypothetical job descriptions



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- In April, Google searches for academic programs rose 25% year-over-year.
 - Business Admin and Mgmt searches grew by over 250,500 searches year-over-year.
 - Average cost-per-click rose 3% year-over-year.
- In Fall 2024, enrollment increased 1% at both the bachelor's and master's levels.
 - From Fall 2019 – 2024, Computer Science enrollment grew by over 74,000 students.
 - In the same period, Business Analytics grew by almost 56,000 students at the master's level.
- In April, international page views fell 38%.
 - Master's programs fell the most, at 45%.
- At the bachelor's and above level, job postings rose 3% year-over-year.
- In April, General and Operations Managers had the highest volume of job postings.
 - Software developers had the highest growth in job postings year-over-year.
- Public Health grads go into 778 occupations, not four. Most are not directly related to their major.
- New AI skills emerge monthly – we need to track them and prepare students with these skills.
- New AI tools, including tutors and career advisors, are emerging for higher education.

Resources

Monthly Demand Trends Webinars

Date	Topic
Wed., June 25 th	Community Colleges 2 PM ET
Thurs., June 26 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

