



## **Demand for Higher Education Programs**

September 25<sup>th</sup>, 2025

# Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

How Do You Like Your Data?

Summary



**An academic Program Evaluation System enables growth and sustainable financials.**



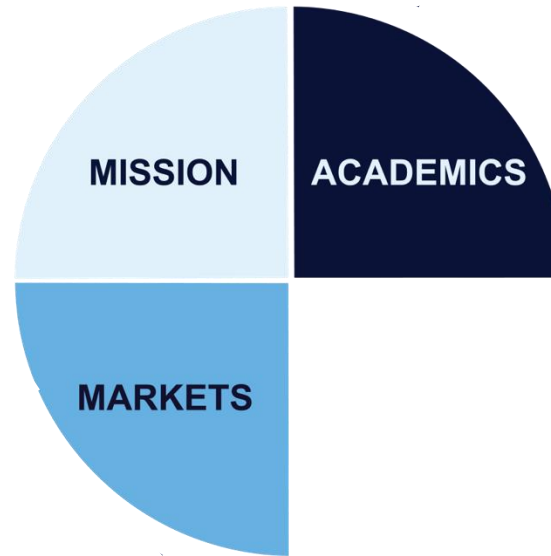


**An academic Program Evaluation System enables growth and sustainable financials.**





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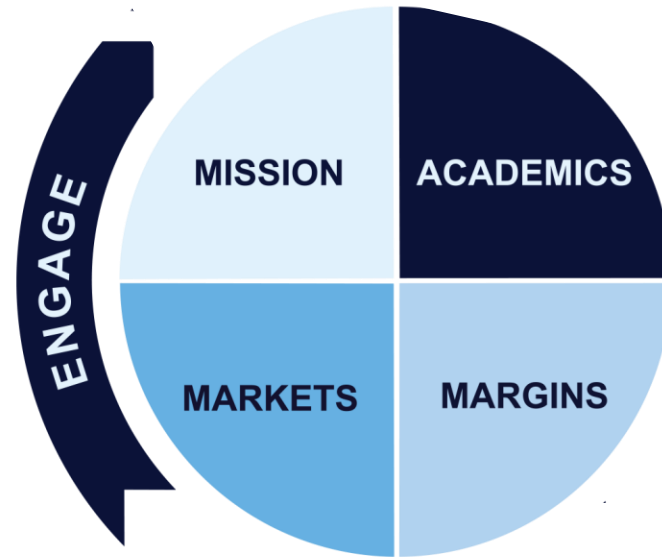


**An academic Program Evaluation System enables growth and sustainable financials.**



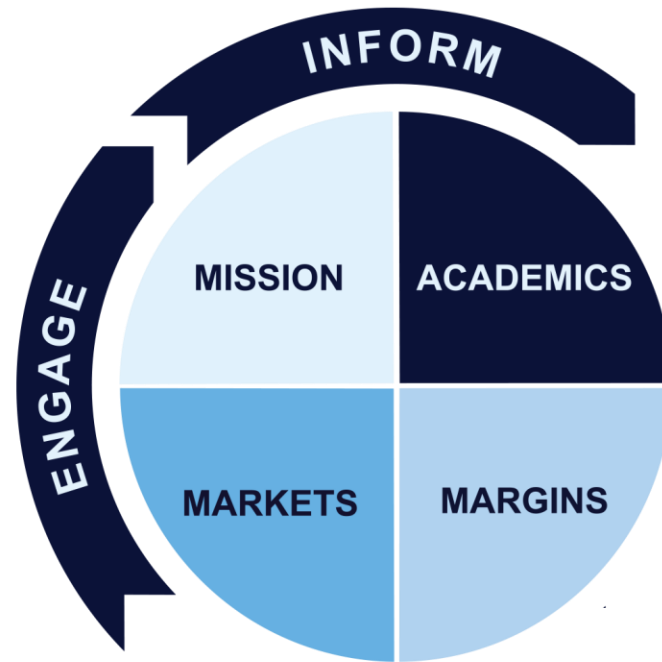


**An academic Program Evaluation System enables growth and sustainable financials.**





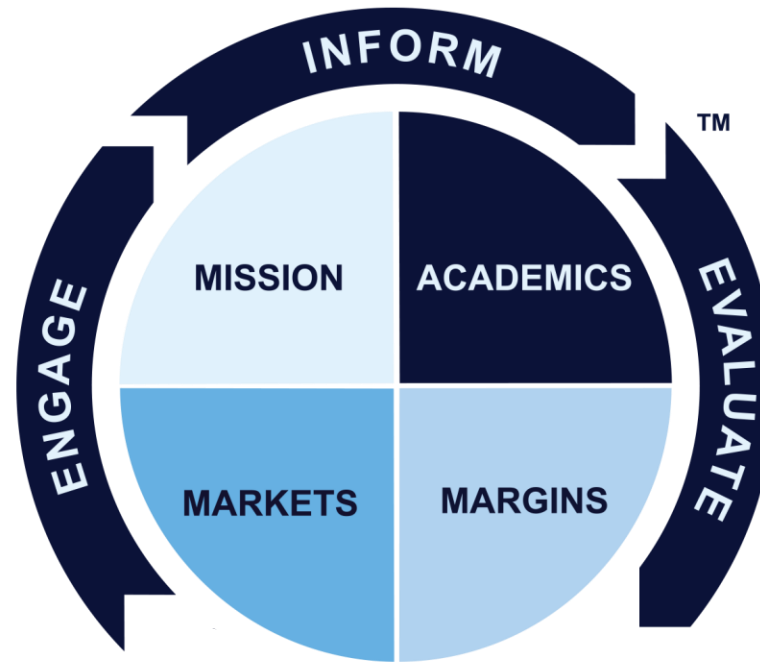
**An academic Program Evaluation System enables growth and sustainable financials.**







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## Program Evaluation System Overview



# Agenda

What is a Program Evaluation System?

Student Demand: Google Keywords

Employment: Current Indicators

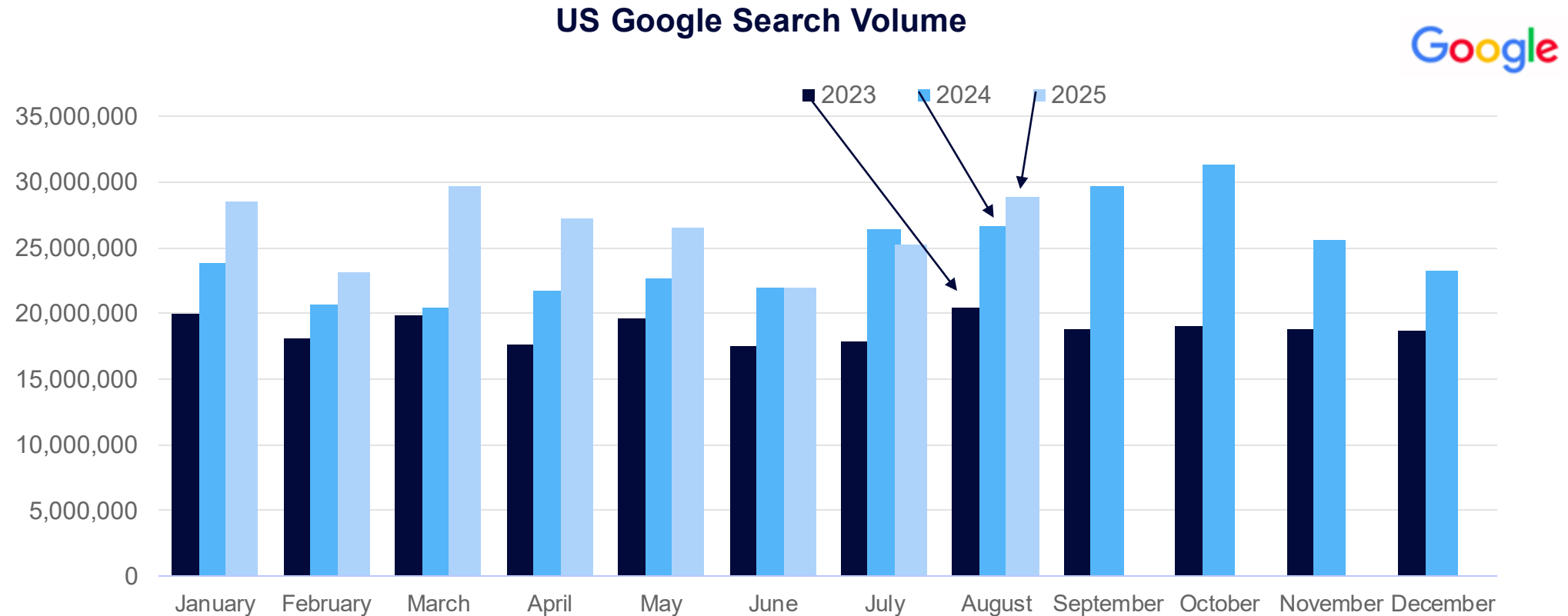
How Do You Like Your Data?

Summary



## Google Search Trends: Programs

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

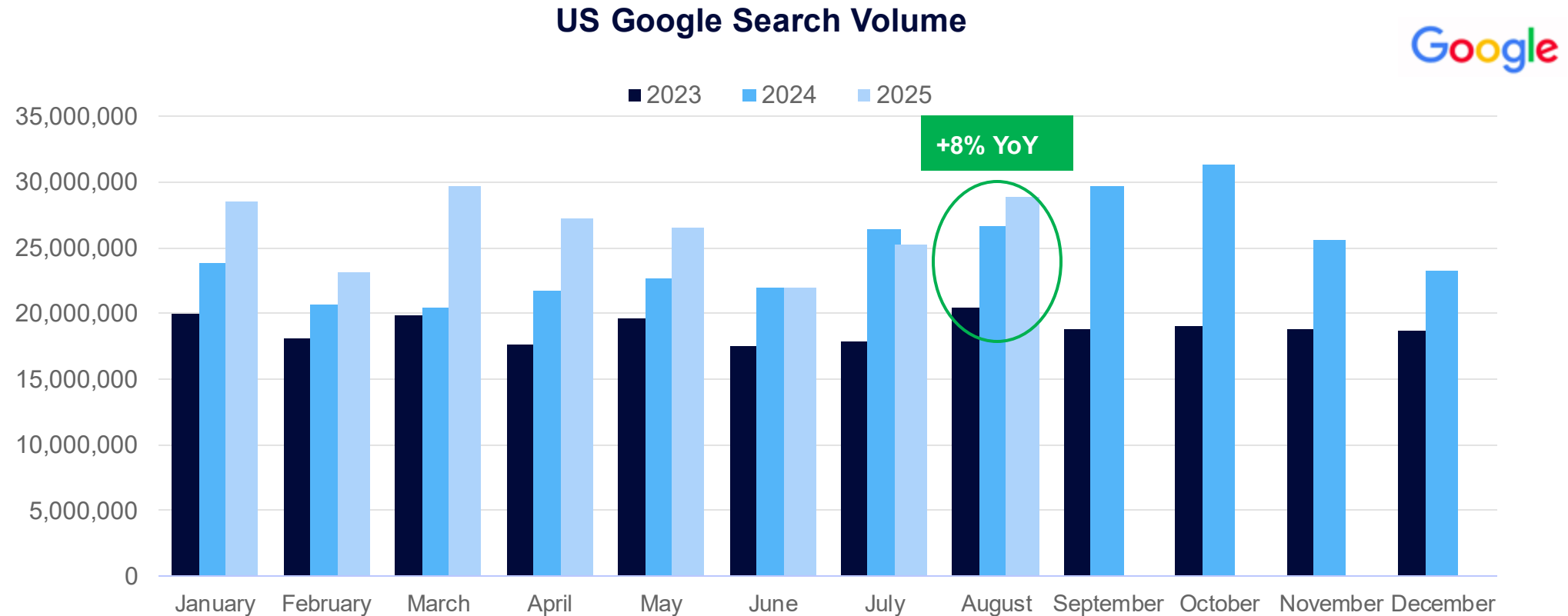


Source: Gray DI's PES Keyword Search Dashboard



## Google Search Trends: Programs

In August, Google searches for academic programs rose 8% year-over-year.

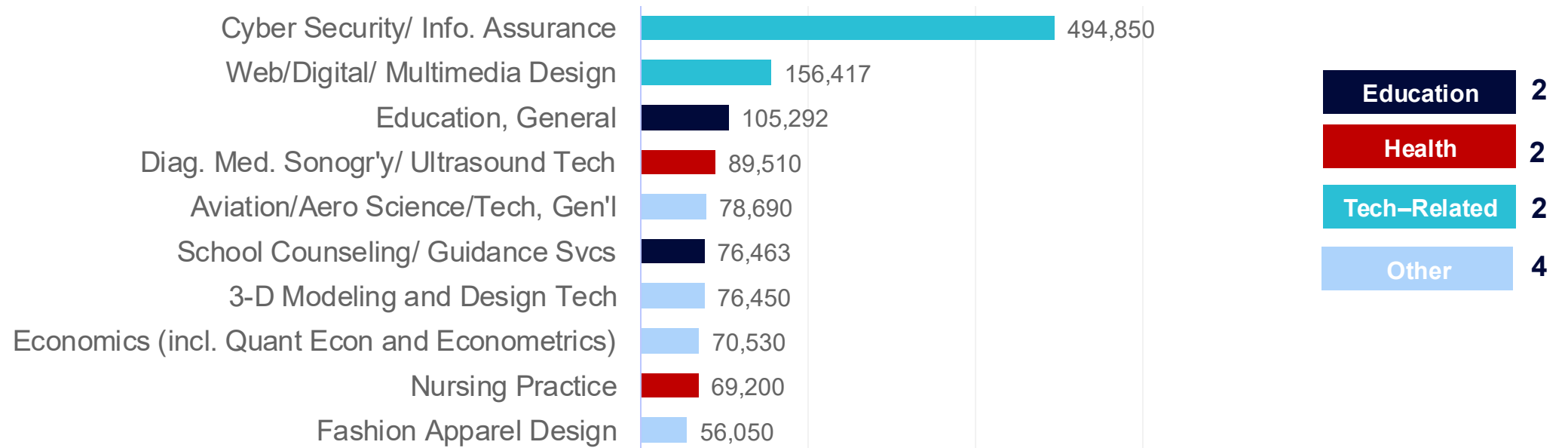


Source: PES Keyword Search Dashboard

# Google: Programs with Fastest-Growing US Search Volumes

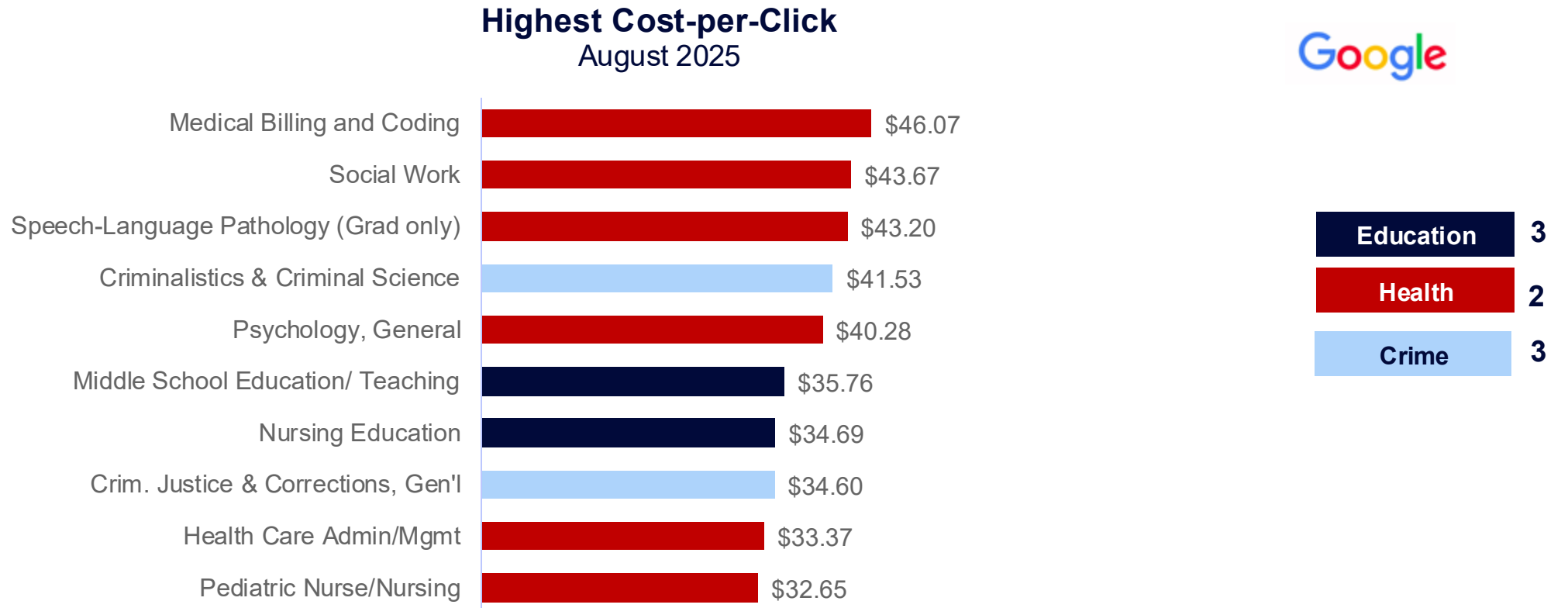
In August, searches for Cybersecurity programs grew by almost 500k YoY.

**Programs with the Fastest-Growing Google Search Volume**  
August 2025 YoY Unit Change



# Highest Cost-per-Click for Academic Programs

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



# Agenda

What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

How Do You Like Your Data?

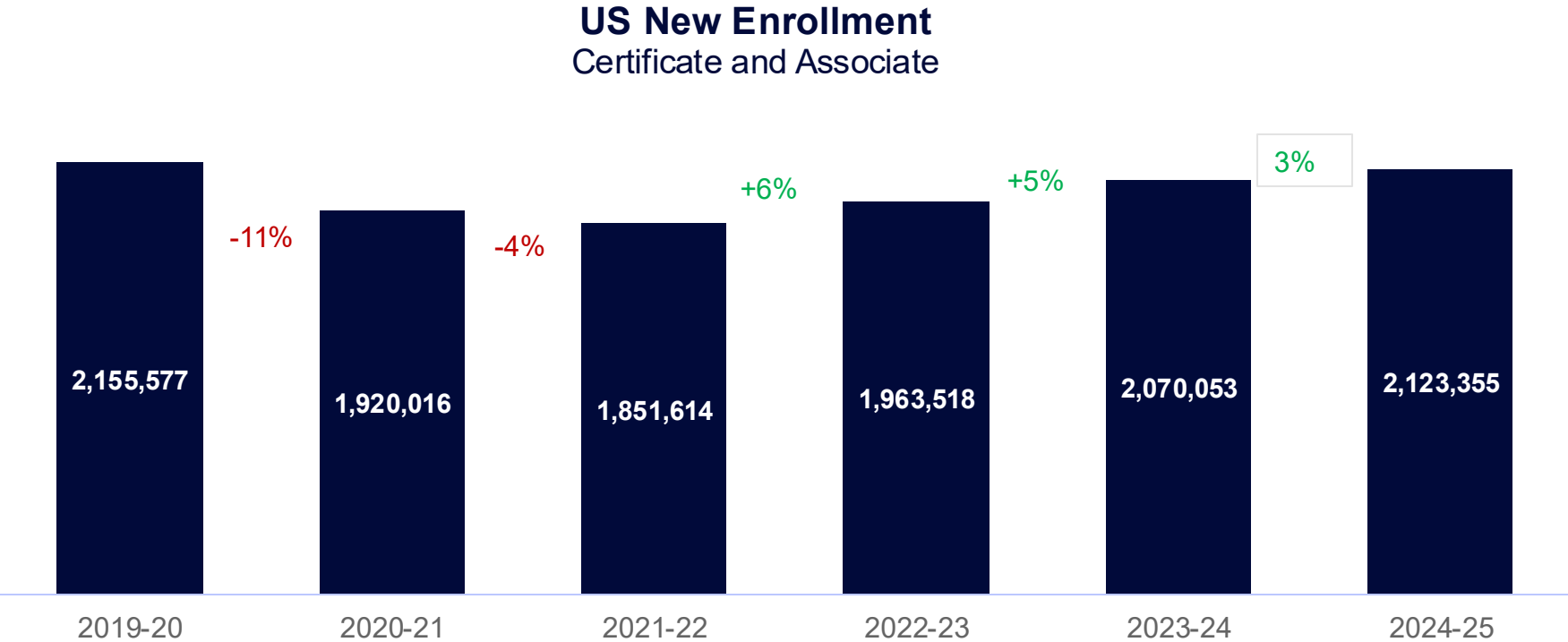
Summary





# New Enrollment: Community Colleges

In Academic Year 2024–25, Community College new enrollment increased 3% year-over-year.\*



Source: Gray DI's PES Program Enrollment Dashboard

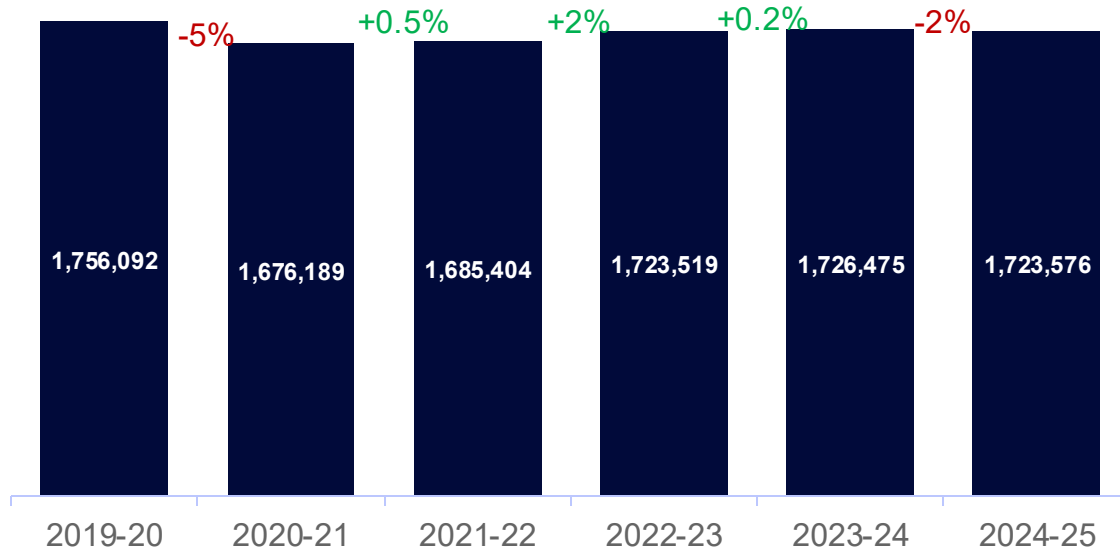
\*Includes summer session

## New Enrollment: Bachelor's and Graduate

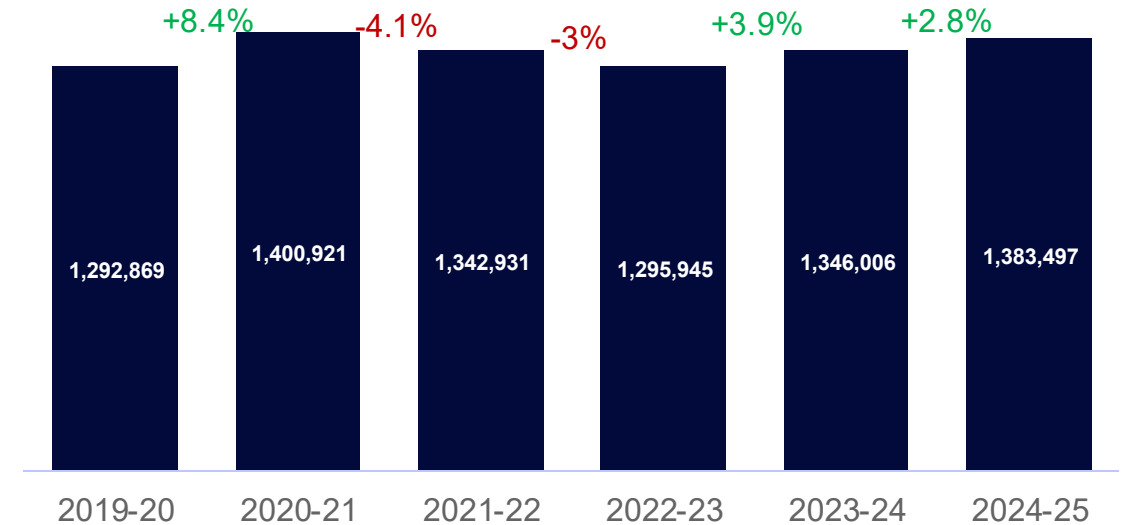
**In Academic Year 2024-2025, bachelor's new enrollment fell 2% year-over-year.\***

- Master's and doctorate rose 2.8%.

**US New Enrollment**  
Bachelor's Programs



**US New Enrollment**  
Master's and Doctorate Programs

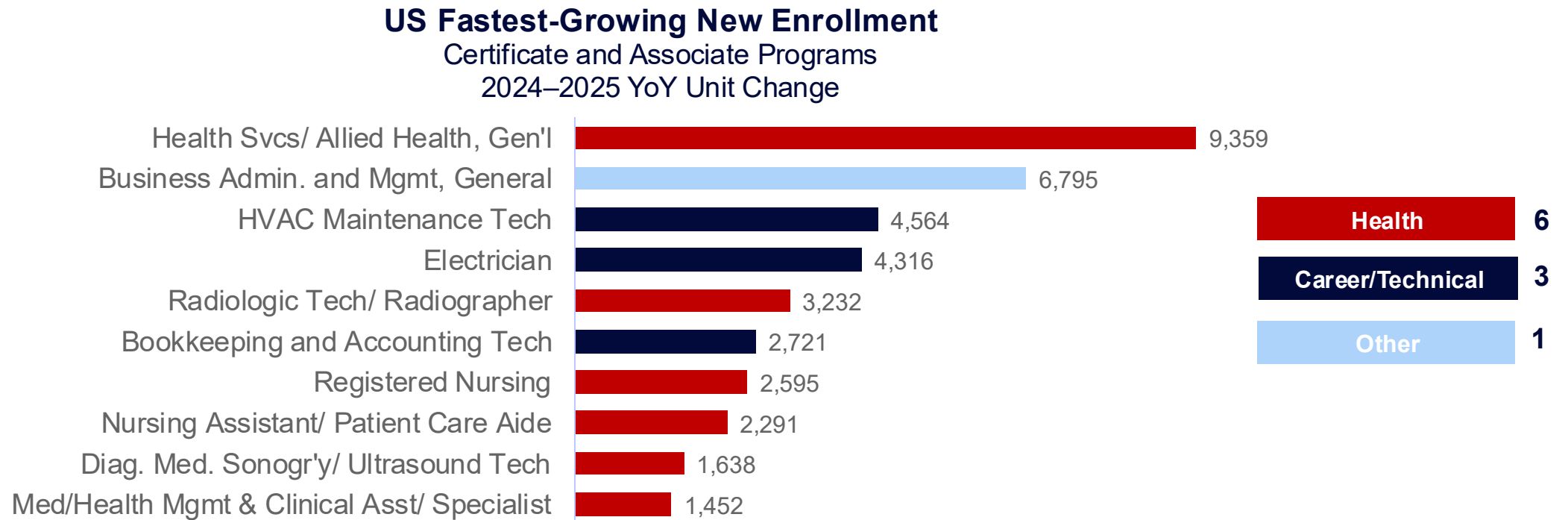


Source: PES Program Enrollment Dashboard

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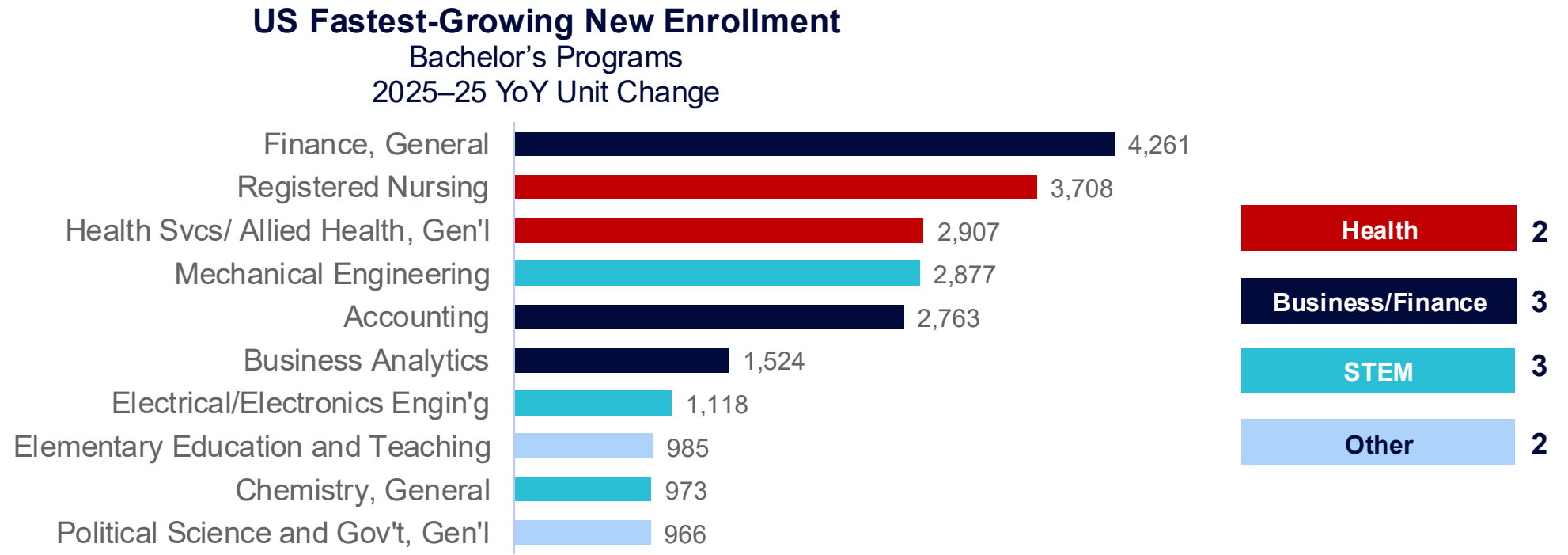
## Associate and Certificate: Year-over-Year Unit Growth

In 2024–2025, six of the 10 fastest-growing programs were in healthcare.\*



## Bachelor's: Year-over-Year Unit Growth

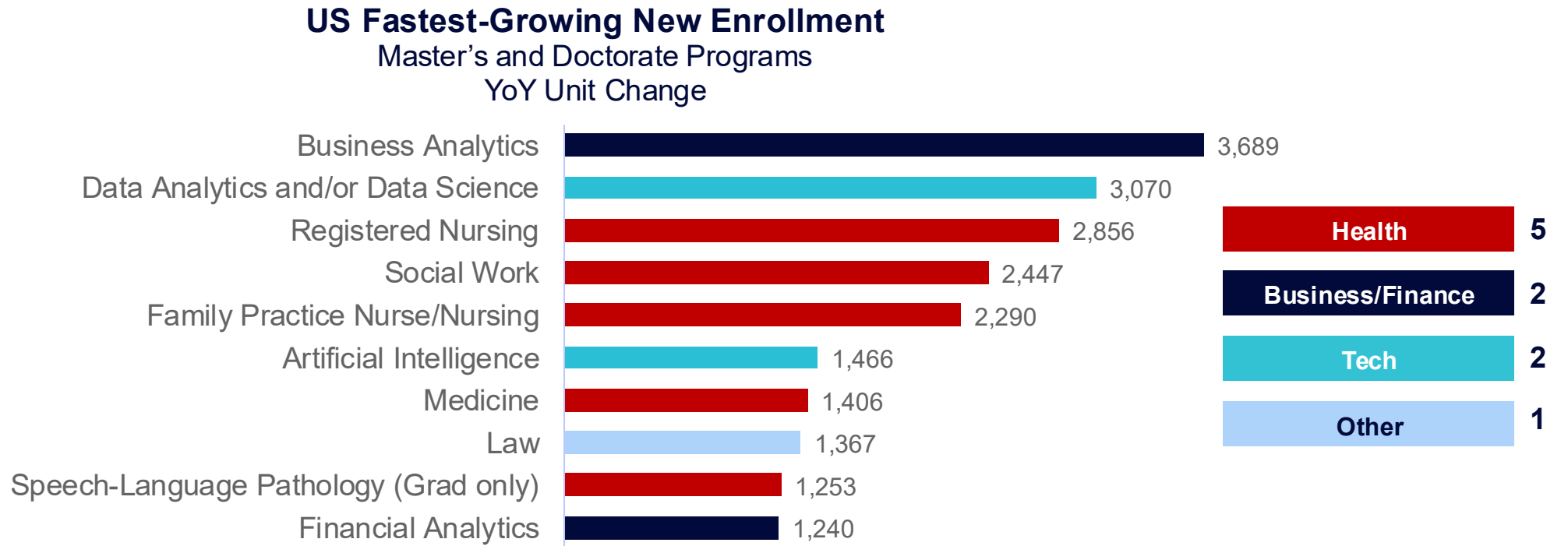
In 2024–2025, Finance new enrollment grew by over 4,261 students.



\*Includes summer session

## Master's and Doctorate: Year-over-Year Unit Growth

In 2024–2025, half of the fastest-growing programs were related to health.



\*Includes summer session

# Agenda

What is a Program Evaluation System?

Student Demand: International

Employment: Current Indicators

How Do You Like Your Data?

Summary

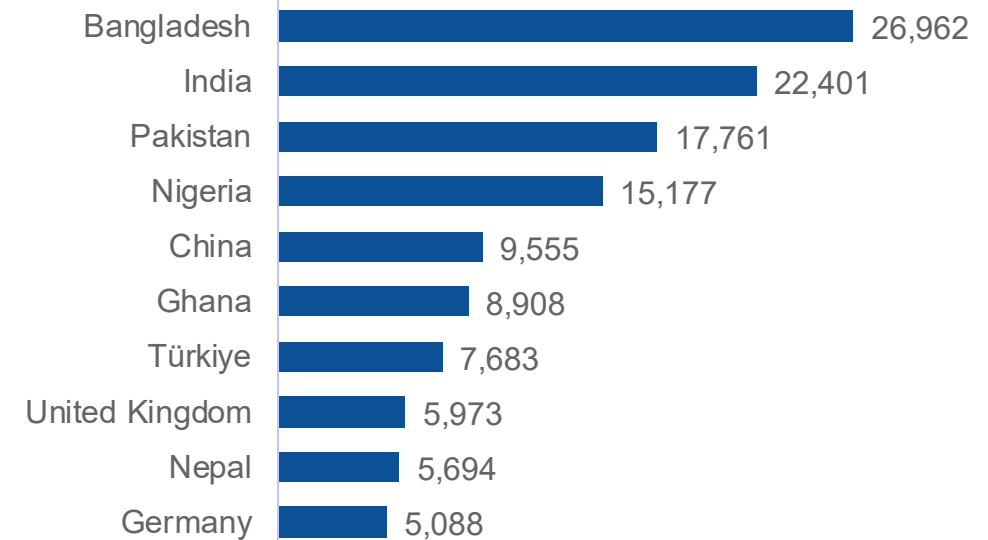
## International Student Demand

In August 2025, international student interest in US programs fell 57% year-over-year.\*

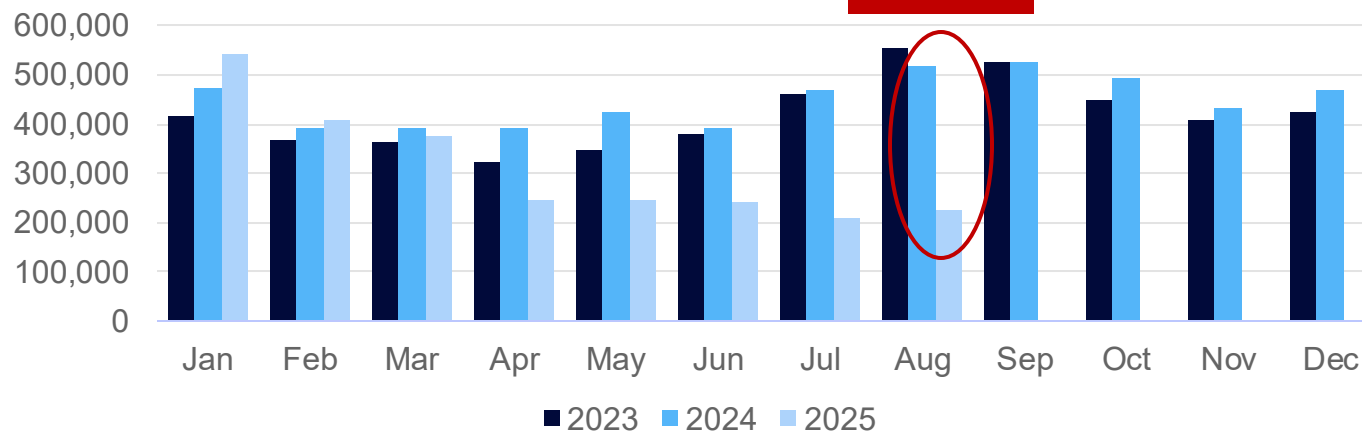
Int'l Page Views by Award Level August 2025 YoY	
Bachelor's	-27%
Master's	-64%
Doctorate	-39%

Bangladesh had the highest volume of page views.

### Highest Page Views, Origin Countries August 2025



### International Page Views 2023 - 2025



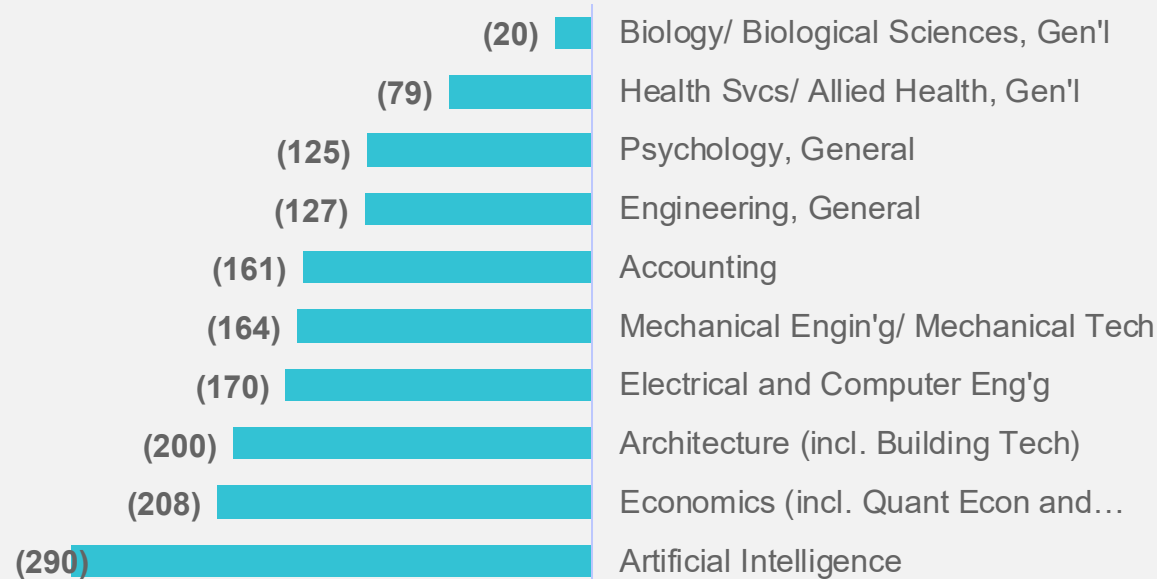
\*Bachelor's, Master's, PhD only

## International Page Views: August Programs with Lowest Declines Year-over-Year

At the bachelor's level, Biology declined the least.

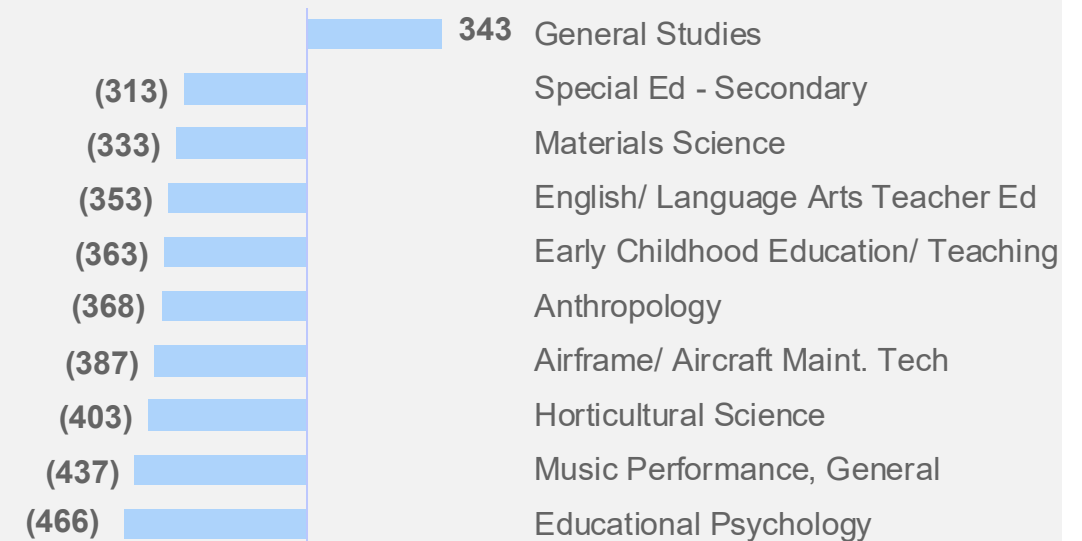
At the graduate level, General Studies grew by 343 views.

**10 Least-Declining Bachelor's Programs\***  
August 2025 YoY Change



\*Minimum 500 page views August 2024

**Least-Declining Graduate Programs\*\***  
August 2025 YoY Change



\*\*Minimum 1,000 page views August 2024



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Student Demand: Coursera

Employment: Current Indicators

How Do You Like Your Data?

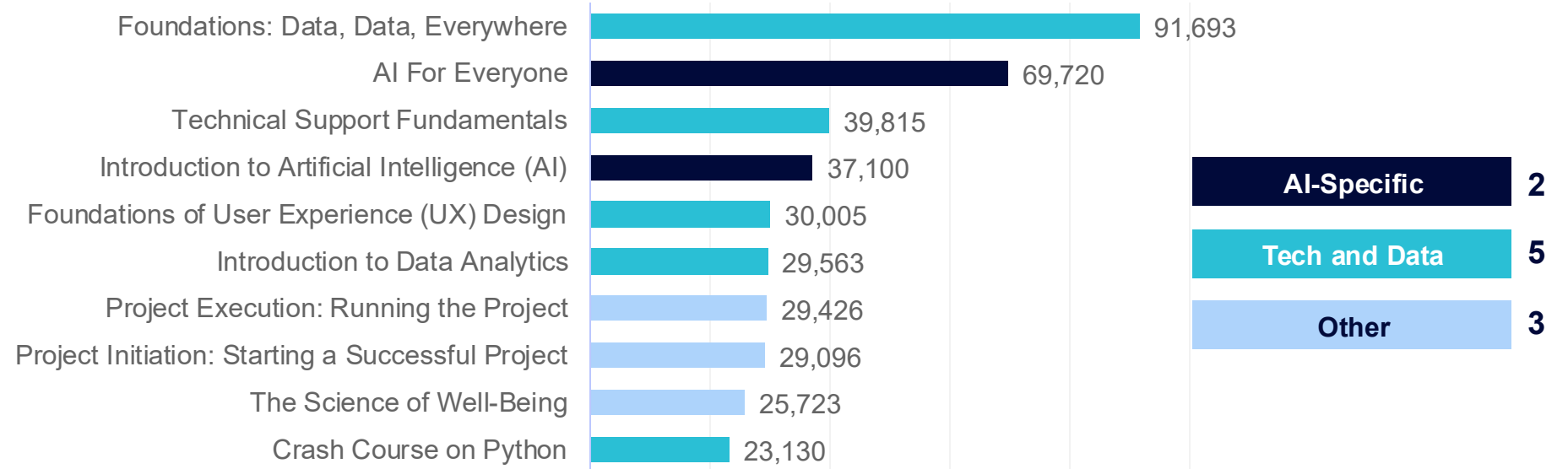
Summary

## Non-Degree Demand: Coursera

**As of August 2025, almost 151.5 million learners since inception (2012).**

- In August 2025, almost 91,700 students were enrolled in Foundations: Data, Data, Everywhere.

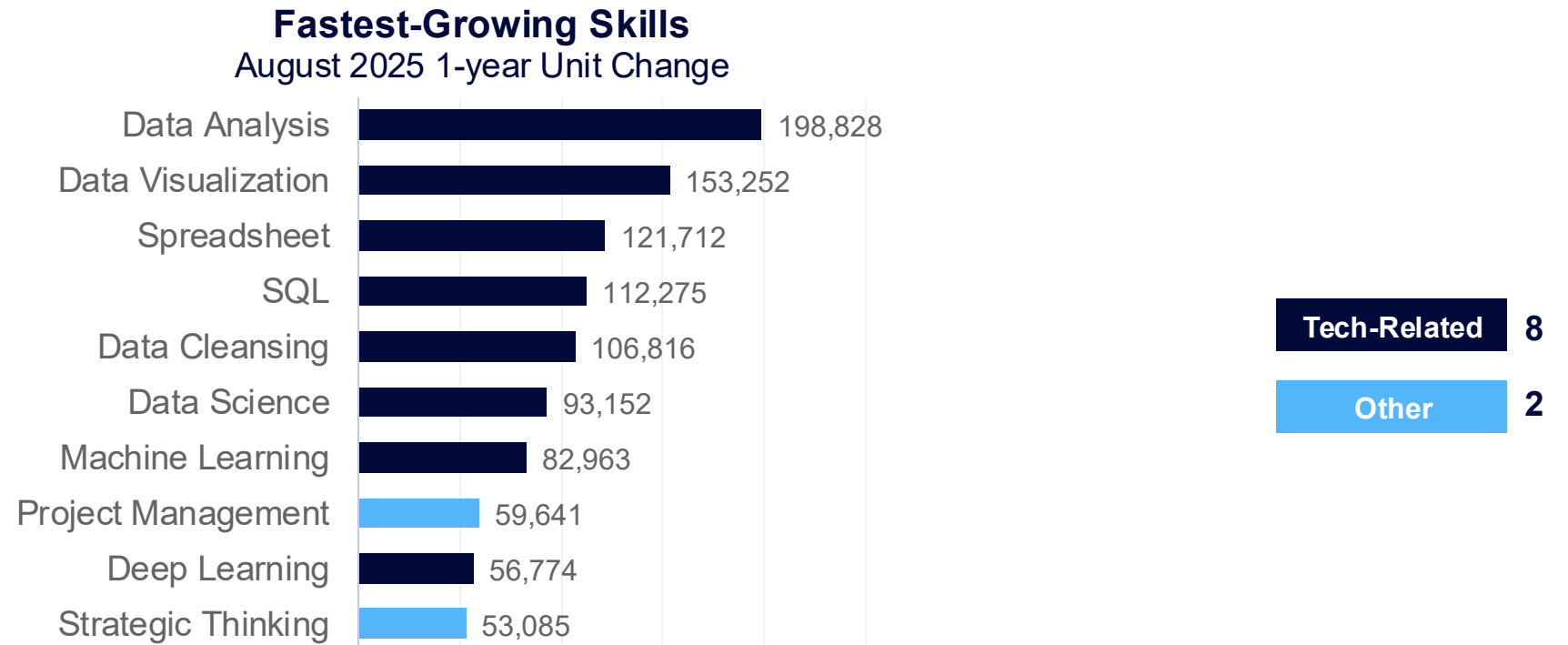
### Highest Enrollment Volume, Courses August 2025



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

In August 2025, Data Analysis was the fastest-growing skill taught on Coursera.

- Eight of the fastest-growing skills were related to technology.



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Student Demand

Employment: Current Indicators

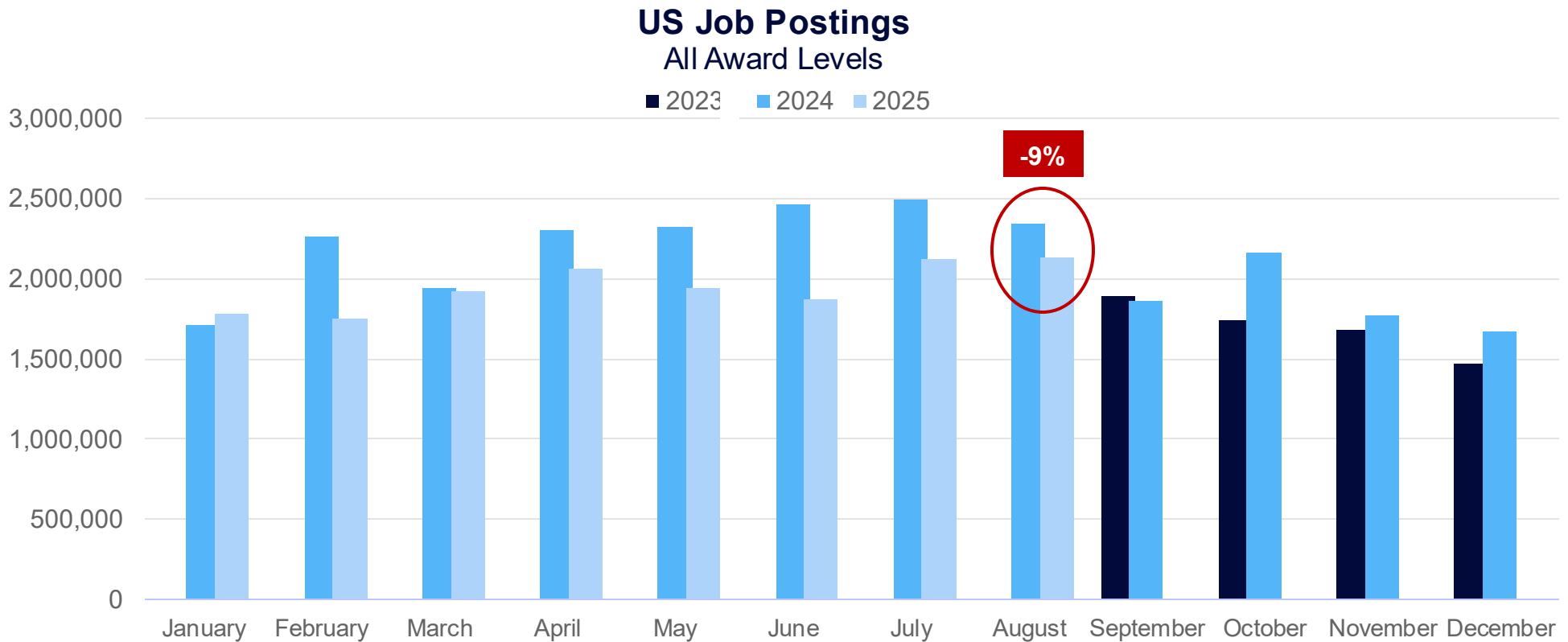
How Do You Like Your Data?

Summary



## US Job Postings Trends

In August, US job postings fell 9% year-over-year.

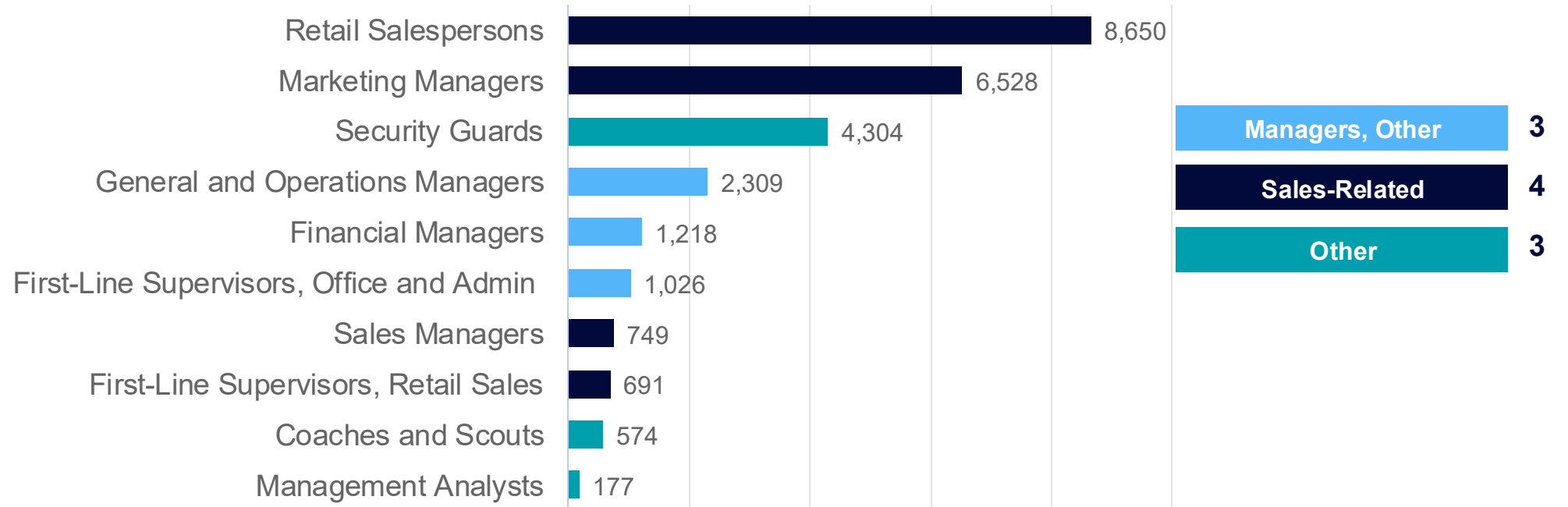


Source: Gray DI's PES Job Postings Dashboard

# August Fastest-Growing Job Postings

## Highest Job Posting Volume by Occupation

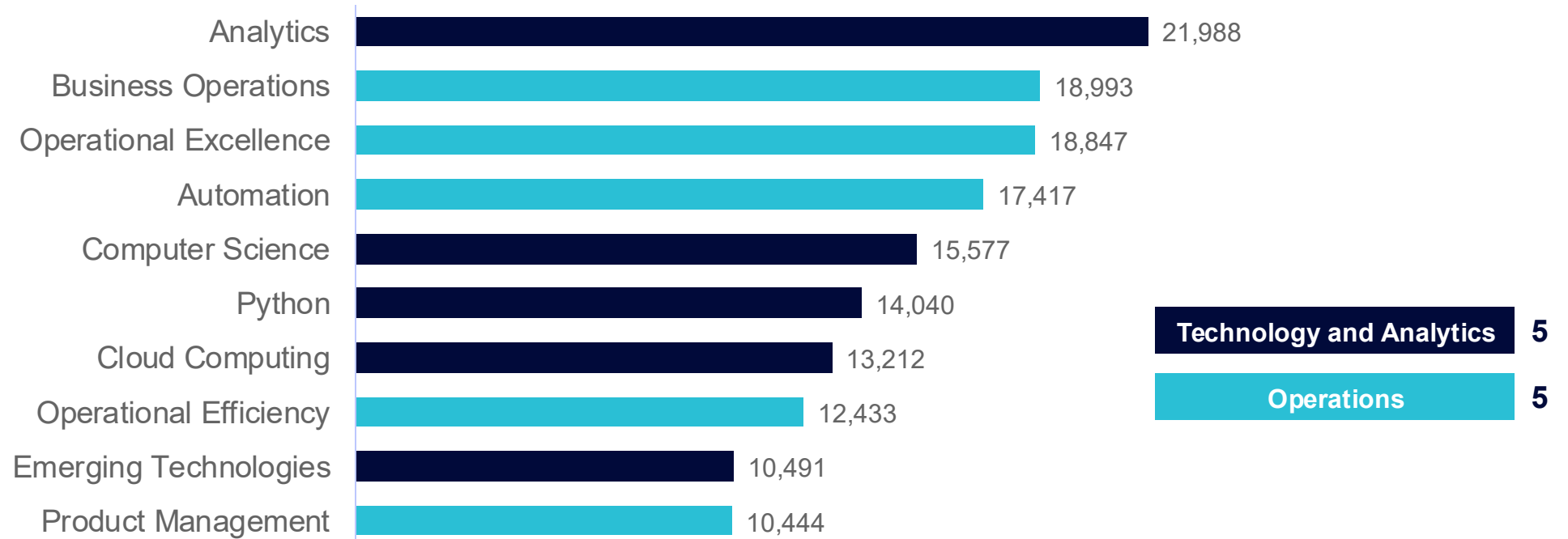
August 2025  
YoY Unit Change



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

**Product Management is a new entry into the 10 fastest-growing skills.**

**10 Fastest-Growing Skills Volume in Job Postings**  
August 2025 1-Year Unit Change



Source: PES Job Postings Dashboard

## Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Master's in Economics grads are prepared for seven occupations – four of which are highly competitive.

**US Direct Prep Job Postings for Master's in Economics Programs**  
August 2025





**According to data on almost 80,000 Master's in Economics graduates, they go into 734 occupations.**



# Agenda

What is a Program Evaluation System?

Student Demand

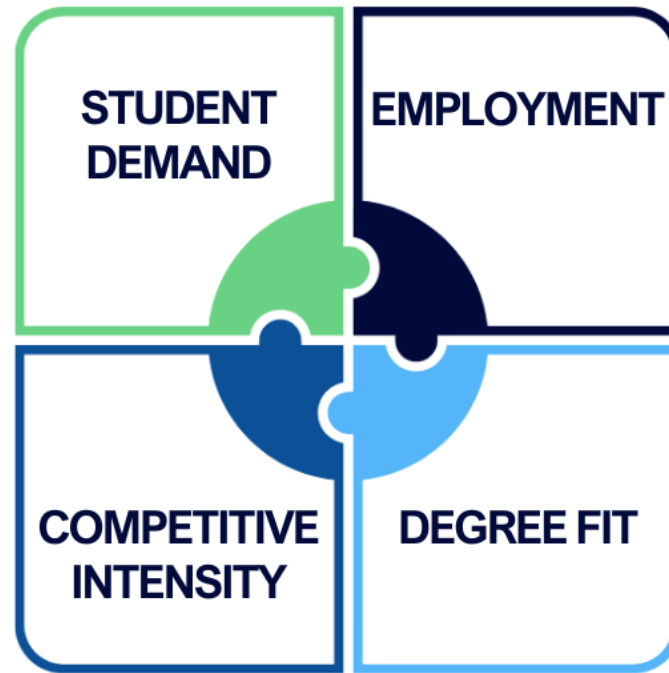
Employment: Current Indicators

How Do You Like Your Data?

Summary



## Program of the Month





## How do you like your data?



Numbers?



Overview?



Deep Dive?



## How do I sort through the 1,500+ academic programs?

Create a summary composite score to rank overall and on each category.

### US Bachelor's Program Rank

CIP Q	Total Percentile	Student Demand Percentile	Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentile
30.7101 Data Analytics and/or Data Science	99	99	61	99	50
11.1003 Cyber Security/ Info. Assurance	99	99	50	99	50
49.0101 Aviation/Aero Science/Tech, Gen'l	99	98	99	99	50
14.0801 Civil Engineering, General	99	98	97	99	50
30.7102 Business Analytics	99	98	85	96	50
11.0103 Information Technology	99	98	50	99	50
14.0201 Aero/ Astro/ Space Engineering	99	96	100	98	50
14.0501 Bioengineering and Biomedical Engineering	99	96	99	98	50
14.0701 Chemical Engineering	99	96	99	97	50
14.0901 Computer Engineering, General	99	96	85	100	50
14.3501 Industrial Engineering	99	93	99	99	50
52.0201 Business Admin. and Mgmt, General	98	99	90	88	50
51.2201 Public Health, General	98	99	90	81	50
52.1401 Marketing/ Marketing Mgmt, General	98	99	61	85	50
04.0201 Architecture (incl. Building Tech)	98	98	100	83	50
52.0203 Logistics, Materials, and Supply Chain Mgmt	98	98	95	90	50

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-32	-6	-1	3	11	16	24	49

Source: Gray DI's PES Markets



## Let's look at market demand for a Bachelor's in Marketing/Marketing Mgmt.

### US Bachelor's Program Rank

CIP Q	Total Percentile	Student Demand Percentile	Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentile
30.7101 Data Analytics and/or Data Science	99	99	61	99	50
11.1003 Cyber Security/ Info. Assurance	99	99	50	99	50
49.0101 Aviation/Aero Science/Tech, Gen'l	99	98	99	99	50
14.0801 Civil Engineering, General	99	98	97	99	50
30.7102 Business Analytics	99	98	85	96	50
11.0103 Information Technology	99	98	50	99	50
14.0201 Aero/ Astro/ Space Engineering	99	96	100	98	50
14.0501 Bioengineering and Biomedical Engineering	99	96	99	98	50
14.0701 Chemical Engineering	99	96	99	97	50
14.0901 Computer Engineering, General	99	96	85	100	50
14.3501 Industrial Engineering	99	93	99	99	50
52.0201 Business Admin. and Mgmt, General	98	99	90	88	50
51.2201 Public Health, General	98	99	90	81	50
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Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-32	-6	-1	3	11	16	24	49

Source: Gray DI's PES Markets



# GRAY DI™ Program Scorecard: Metrics

PROPRIETARY

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Award Level: Bachelors

Market: National

Total Score: 44

Percentile: 98

## Student Demand

Score: 26 Percentile: 99

Category	Pctl	Criterion	Value	Score
Size	96	Google Search Volume (12 Months)*	2,231,930	4
	97	International Page Views (12 Months)	4,783	NS
	99	New Student Enrollment Volume (12 Mo.)	22,355	6
	99	On-ground Completions at In-Market Institutions	38,342	4
	99	Online Completions by In-Market Students	5,176	4
	99	Sum of On-ground and Online Completions	43,518	4
Growth	89	Google Search YoY Change (Units)*	166,380	0
	98	New Student Enrollment Vol. YoY Change (Units)	603	2
	99	Completion Volume YoY Change (Units)	669	2
	46	Google Search YoY Change (%)	8%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	65	Completion Volume YoY Change (%)	2%	0

## Competitive Intensity

Score: 5 Percentile: 61

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	2	Campuses with Graduates**	732	0
	90	Campuses with Grads YoY Change (Units)**	-3	NS
	1	Institutions with Online In-Market Students**	161	0
In-Market Program Sizes	96	Average Program Completions	52	3
	89	Median Program Completions	20	1
	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market Saturation	7	Google Search * Cost per Click**	\$20	0
	25	Google Competition Index**	0.41	1
National Online Competition	1	National Online Institutions (Units)**	187	NS
	86	Nat'l Online % of Institutions	22%	NS
	73	Nat'l Online % of Completions	12%	NS

## Employment

Score: 13 Percentile: 85

Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	99	Job Postings Total (12 Months)	81,127	4
	99	BLS Current Employment	405,553	1
	99	BLS Annual Job Openings	37,647	1
Underemployed	72	Underemployed Percent of Graduates**	41%	1
Growth: Entry Jobs	85	BLS 1-Year Historical Growth	4.2%	1
	78	BLS 3-Year Historic Growth (CAGR)	4.4%	0
	63	BLS 10-Year Future Growth (CAGR)	0.7%	0
Saturation: Entry Jobs	87	Job Postings per Graduate	1.9	1
	89	BLS Job Openings per Graduate	0.9	0
Weighted-Avg BLS Wages	67	Entry 25th Percentile	\$55,748	2
	54	Post Entry Median	\$84,893	2
		Post Entry w/Associates Median	NA	NS
	62	Post Entry w/Bachelors Median	\$82,004	NS
	83	Post Entry w/Masters Median	\$109,889	NS
	79	Post Entry w/Doctoral Median	\$119,170	NS
National American Community Survey Bachelor's Degree Outcomes*	8	% with Any Graduate Degree*	18%	NS
	16	% with Masters*	16%	NS
	11	% with Doct/Prof Degree*	2%	NS
	35	% Unemp. (Age <30)**	3%	NS
	84	% in Direct Prep Jobs*	24%	NS

## Degree Fit

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking	81	Average Cost per SCH Index**	0.78	NS
	56	Median Cost per SCH Index**	0.92	NS

## National Completions by Level

Score: 0

## National Workforce Ed. Attainment

Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				16%
Some College				21%
Certificate	4%	4%	5%	
Associates	3%	3%	15%	8%
Bachelors	86%	86%	71%	44%
Postbaccalaureate Certificate	1%	1%	0%	
Masters	6%	6%	8%	10%
Post-masters Certificate	0%	0%	1%	
Doctoral	0%	0%	0%	1%

## CIP Description:

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-20	-16	2	15	27	34	43	66

\* - Google search do not filter by award level.  
 \*\* - Percentiles are displayed in reverse (100% minus the percentile).  
 NA - No data available/not currently tracked.  
 NS - Not Scored In Rubrics (values = 0).  
 PCTL - Percentile



5476729-5436-4403-9123-5262650306 PES Markets - Demo



# GRAY DI™ Marketing Scorecard: Metrics

PROPRIETARY

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Award Level: Bachelors

Market: National

Total Score: 44

Percentile: 98

## Student Demand

Score: 26 Percentile: 99

Category	Pctl	Criterion	Value	Score
Size	96	Google Search Volume (12 Months)*	2,231,930	4
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	99	Completion Volume YoY Change (Units)	669	2
	46	Google Search YoY Change (%)*	8%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	65	Completion Volume YoY Change (%)	2%	0

Program Sizes	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market Saturation	7	Google Search * Cost per Click**	\$20	0
	25	Google Competition Index**	0.41	1
National Online Competition	1	National Online Institutions (Units)**	187	NS
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	Value	Score
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Payment	405,553	1
enings	37,647	1
Percent of Graduates**	41%	1
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Growth (CAGR)	4.4%	0
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graduate	1.9	1
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5476729-5a3d4-440b-9f23-5b6a503b0f6 PES Markets - Demo





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	1	Institutions with Online In-Market Students**	1
In-Market Program Sizes	96	Average Program Completions	5
	89	Median Program Completions	2
	71	YoY Median Prog. Compl. Change (Units)	1
	71	YoY Median Prog. Compl. Change (%)	1
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Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				16%
Some College				21%
Certificate	4%	4%	5%	
Associates	3%	3%	15%	8%
Bachelors	86%	86%	71%	44%
Postbaccalaureate Certificate	1%	1%	0%	
Masters	6%	6%	8%	10%
Post-masters Certificate	0%	0%	1%	
Doctoral	0%	0%	0%	1%

## CIP Description:

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-20	-16	2	15	27	34	43	66

\* - Google search do not filter by award level.  
 \*\* - Percentiles are displayed in reverse (100% minus the percentile).  
 NA - No data available/not currently tracked.  
 NS - Not Scored in Rubrics (values = 0).  
 PCTL - Percentile



# GRAY DI™ Marketing Scorecard: Metrics

PROPRIETARY

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Award Level: Bachelors

Market: National

Total Score: 44

Percentile: 98

## Student Demand

Score: 26 Percentile: 99

Category	Pctl	Criterion	Value	Score
Size	96	Google Search Volume (12 Months)*	2,231,930	4
	97	International Page Views (12 Months)	4,783	NS
	99	New Student Enrollment Volume (12 Mo.)	22,355	6
	99	On-ground Completions at In-Market Institutions	38,342	4

## Employment

Score: 13 Percentile: 85

Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	99	Job Postings Total (12 Months)	81,127	4
	99	BLS Current Employment	405,553	1
	99	BLS Annual Job Openings	37,647	1
Underemployed	72	Underemployed Percent of Graduates**	41%	1

## Degree Fit

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking	81	Average Cost per SCH Index**	0.78	NS
	56	Median Cost per SCH Index**	0.92	NS

## Competitive Intensity

Score: 5 Percentile: 61

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	2	Campuses with Graduates**	732	0
	90	Campuses with Grads YoY Change (Units)**	-3	NS
	1	Institutions with Online In-Market Students**	161	0
In-Market Program Sizes	96	Average Program Completions	52	3
	89	Median Program Completions	20	1
	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market Saturation	7	Google Search * Cost per Click**	\$20	0
	25	Google Competition Index**	0.41	1
National Online Competition	1	National Online Institutions (Units)**	187	NS
	86	Nat'l Online % of Institutions	22%	NS
	73	Nat'l Online % of Completions	12%	NS

## National Completions by Level

Score: 0

## National Workforce Ed. Attainment

Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				16%
Some College				21%
Certificate	4%	4%	5%	
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5476729-54364-4403-9123-526265103076 PES Markets - Demo



# GRAY DI™ Marketing Scorecard: Metrics

PROPRIETARY

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Award Level: Bachelors

Market: National

Total Score: 44

Percentile: 98

## Student Demand

Score: 26 Percentile: 99

Category	Pctl	Criterion	Value	Score
Size	96	Google Search Volume (12 Months)*	2,231,930	4
	97	International Page Views (12 Months)	4,783	NS
	99	New Student Enrollment Volume (12 Mo.)	22,355	6
	99	On-ground Completions at In-Market Institutions	38,342	4
	99	Online Completions by In-Market Students	5,176	4
	99	Sum of On-ground and Online Completions	43,518	4
Growth	89	Google Search YoY Change (Units)*	166,380	0
	98	New Student Enrollment Vol. YoY Change (Units)	603	2
	99	Completion Volume YoY Change (Units)	669	2
	46	Google Search YoY Change (%)*	8%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	65	Completion Volume YoY Change (%)	2%	0

## Competitive Intensity

Score: 5 Percentile: 61

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	2	Campuses with Graduates**	732	0
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Score: 13 Percentile: 85

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Size: Entry Jobs	99	Job Postings Total (12 Months)
	99	BLS Current Employment
	99	BLS Annual Job Openings
Underemployed	72	Underemployed Percent of Grads
Growth: Entry Jobs	85	BLS 1-Year Historical Growth
	78	BLS 3-Year Historic Growth (CAGR)
	63	BLS 10-Year Future Growth (CAGR)
Saturation: Entry Jobs	87	Job Postings per Graduate
	89	BLS Job Openings per Graduate
Weighted-Avg BLS Wages	67	Entry 25th Percentile
	54	Post Entry Median
		Post Entry w/Associates Median
	62	Post Entry w/Bachelors Median
	83	Post Entry w/Masters Median
	79	Post Entry w/Doctoral Median
National American Community Survey Bachelor's Degree Outcomes*	8	% with Any Graduate Degree*
	16	% with Masters*
	11	% with Doct/Prof Degree*
	35	% Unemp. (Age <30)**
	84	% in Direct Prep Jobs*

## Degree Fit

### Degree Fit

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
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5476720-54364-4403-9123-Student 103016 PES Markets - Demo





## AI Report

CIP: 52.1401 Marketing/  
Marketing Mgmt, General

Market: National

Award Level: Bachelors

Regenerate Report

Export to PDF

The program excels in national completions and new student enrollment volume, but faces challenges with competitive intensity and online presence.

### Overview

The program demonstrates a strong appeal nationally, with a National Completions value of 43,518, placing it in the 99th percentile. Significant strengths include exceptional student demand and a high volume of job postings per graduate, reflecting robust market opportunities. However, the program struggles with competitive intensity as evidenced by a low Google Competition Index percentile and a concentrated online offering, which limits its market reach.

### Student Demand

The program showcases remarkable strength in Student Demand, as demonstrated by a Google Search Volume value of 2,145,368 in the 96th percentile. Additionally, the Google Search YoY Unit Change is notable at 300,658, ranking in the 94th percentile, indicating heightened interest year-over-year. New Student Enrollment Volume is particularly strong, with 23,142 students placing it in the 99th percentile, reflecting substantial interest from prospective students. Despite this, the Google Search YoY Percentage Change of 16% ranks only in the 67th percentile, suggesting that while search interest is high, its growth rate is moderate. The robust On-ground and Online Completions at In-Market Institutions also affirm strong program completions.

### Employment

From an employment perspective, the program holds promise, with a satisfactory Entry Level Salary of \$55,748 in the 67th percentile. Additionally, a Post Entry Level Median Salary of \$84,893, although in the 54th percentile, signifies solid wage potential over time. Job Postings per Graduate at 1.8 rank in the 87th percentile, which highlights ample job opportunities for graduates. The Underemployed Percent of Graduates stands at 41%, in the 72nd percentile, indicating relatively favorable post-graduation employment placement. Lastly, the BLS Current Employment figure of 405,553 places the program's workforce relevance in the 99th percentile, underscoring strong industry alignment.

### Competitive Intensity

Although the program's completions suggest strong demand, competitive intensity remains a challenge with Campuses with Graduates in the 2nd percentile, trailing in market reach. Institutions with Online In-Market Students are alarmingly concentrated, as evidenced by their rank in the 1st percentile. The Google Competition Index at 0.53 places it in the 10th percentile, suggesting significant competitive hurdles. Additionally, while the YoY Median Program Completions Unit Change percentile sits at 71, indicating stability, competitive pressure remains high. This is emphasized further by the Google Search Cost per Click value of \$11.00, which falls in the 27th percentile, pointing to higher marketing expenses.



Program Profile



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# Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

How Do You Like Your Data?

Summary



## Summary

- In August, Google searches for academic programs rose 8% year-over-year.
  - Cybersecurity searches were up by almost 500k year-over-year.
  - The highest Cost-per-Click was for Medical Billing and Coding.
- In Academic Year 2024-25, new enrollment in certificate and associate programs rose 3% year-over-year.
  - Bachelor's fell 2%.
  - Master's rose 3%.
- Allied Health (associate), Finance (bachelor's), and Business Analytics (master's) had the highest new enrollment growth year-over-year.
- In August, US job postings fell 9% year-over-year – 5 points lower than July year-over-year..
  - Retail Salespersons had the highest growth in demand
  - There is a growing demand for Analytics and Business Operations.
- Economics grads go into 734 occupations, not seven. Most are not directly related to their major.
- Different roles and preferences require varied data views, from key metrics and written summaries to in-depth analyses.

## Upcoming Webinars

**October 7<sup>th</sup>  
2 PM ET**

### **Building the Future-Ready Community College: A Strategic Roadmap for Agentic AI Integration**

Preparing leaders to harness agentic AI for institutional growth and resilience



**October 30<sup>th</sup>  
2 PM ET**

### **Demand Trends Monthly Webinar**

