



Demand for Higher Education Programs

January 29, 2026

Agenda

What is a Program Evaluation System?

Student Demand Indicators

- Google Searches
- Fall 2025 Enrollment
- International Demand
- Non-degree Demand

Employment: Current Indicators

Program of the Month

Summary

Program Evaluation System Overview



Agenda

What is a Program Evaluation System?

Student Demand Indicators: Google Searches

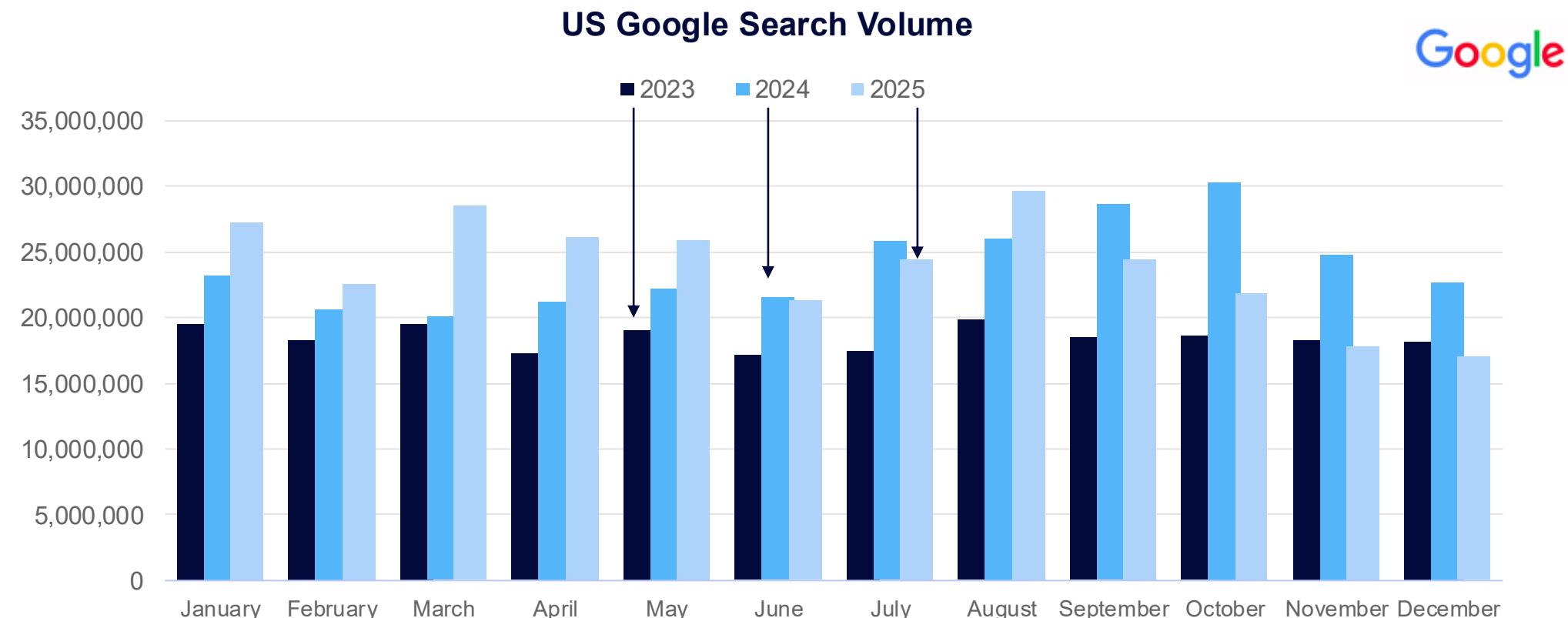
Employment: Current Indicators

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Google Search Trends: Programs

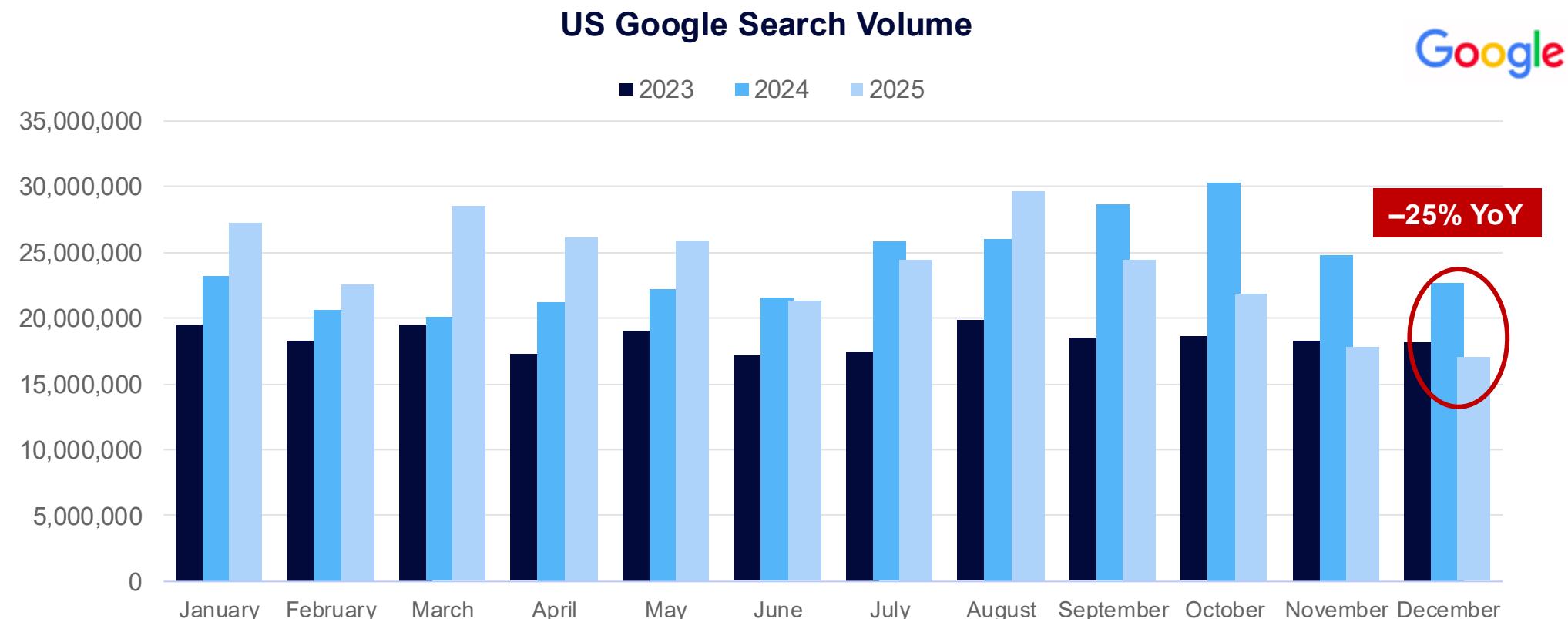
Gray DI tracks searches for over 900 programs, which represent 90% of all US completions.



Source: Gray DI's PES Keyword Search Dashboard

Google Search Trends: Programs

In December, Google searches fell 25% year over year; AI search is a likely cause.



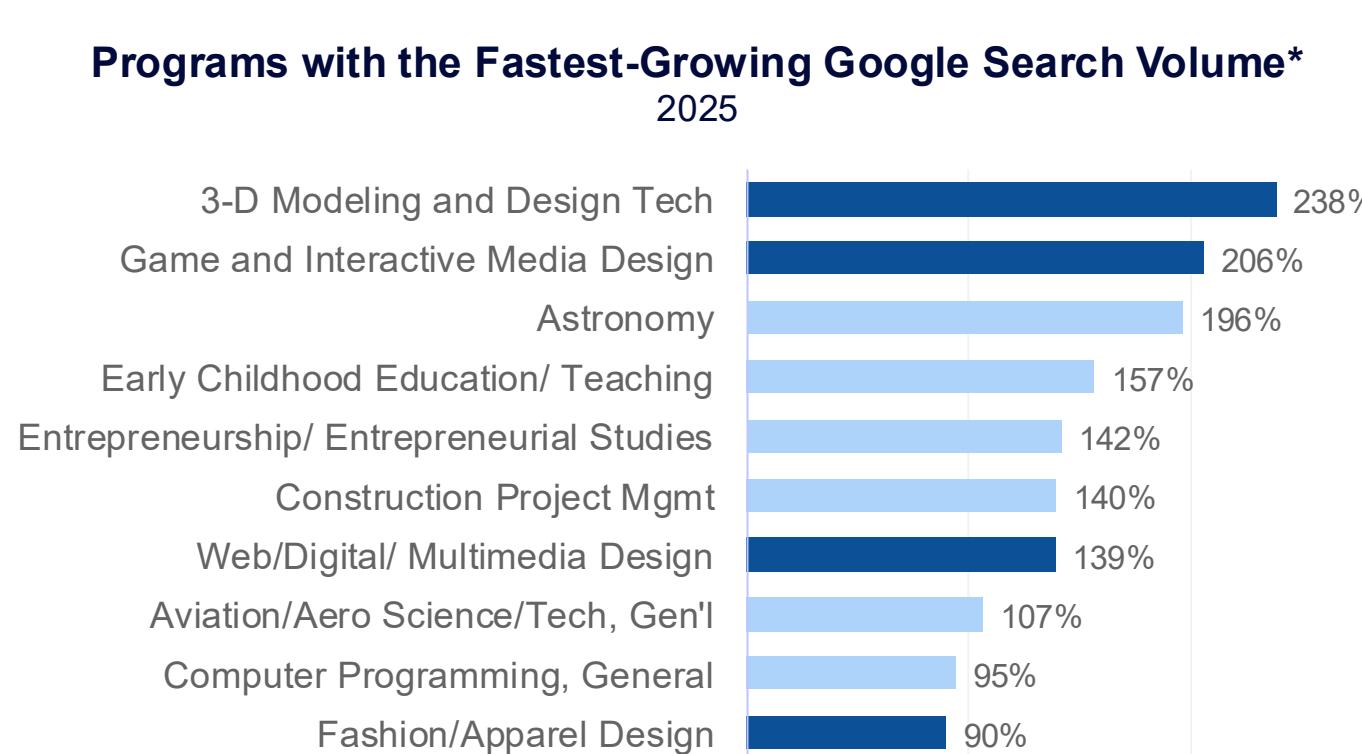
Source: PES Keyword Search Dashboard



“The answer may surprise you.”

2025: Programs with Fastest–Growing US Search Volumes

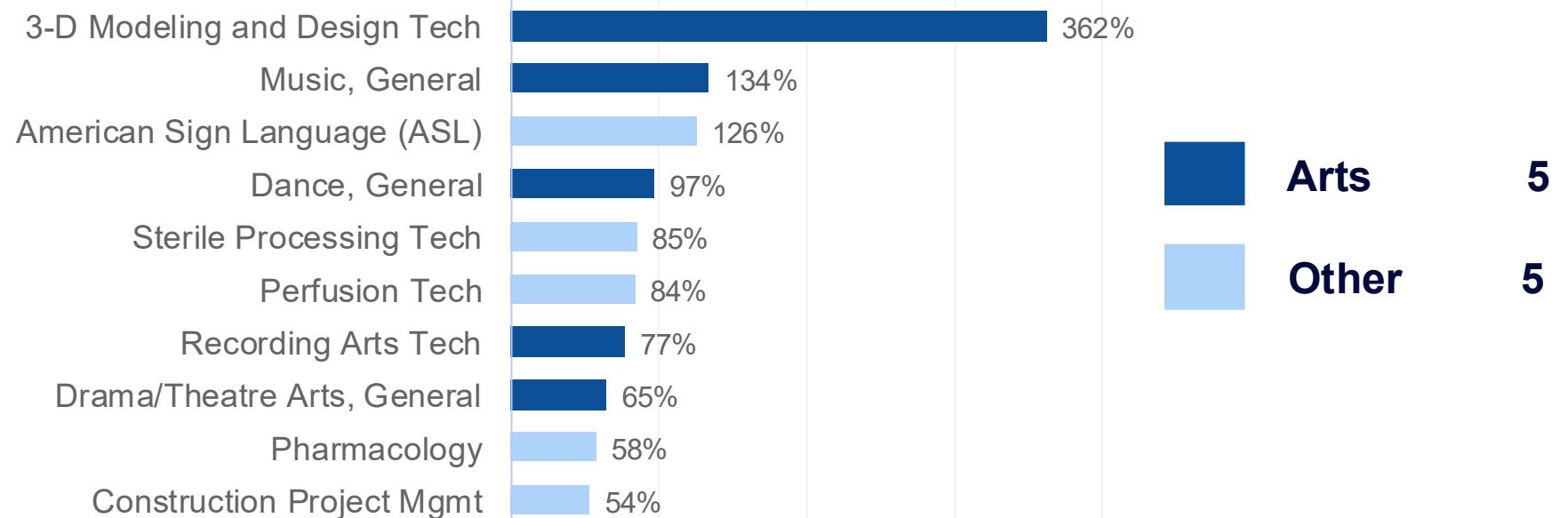
In 2025, design programs “might surprise you.”



December: Programs with Fastest–Growing US Search Volumes

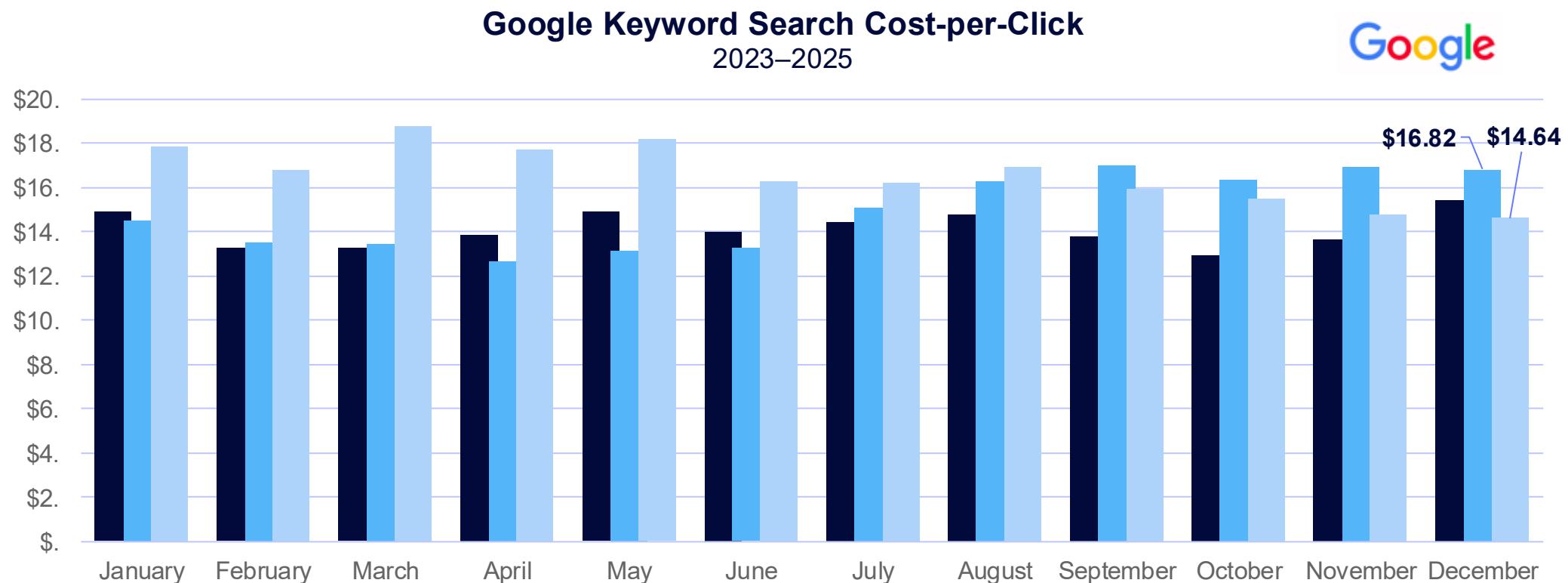
In December, the arts won five spots among the 10 fastest-growing programs.

Programs with the Fastest-Growing Google Search Volume*
December 2025 YoY



Google: Cost-per-Click

In December, the keyword cost-per-click fell 13% year over year.



Source: PES Keyword Search Dashboard

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What is a Program Evaluation System?

Student Demand Indicators: Fall Enrollment

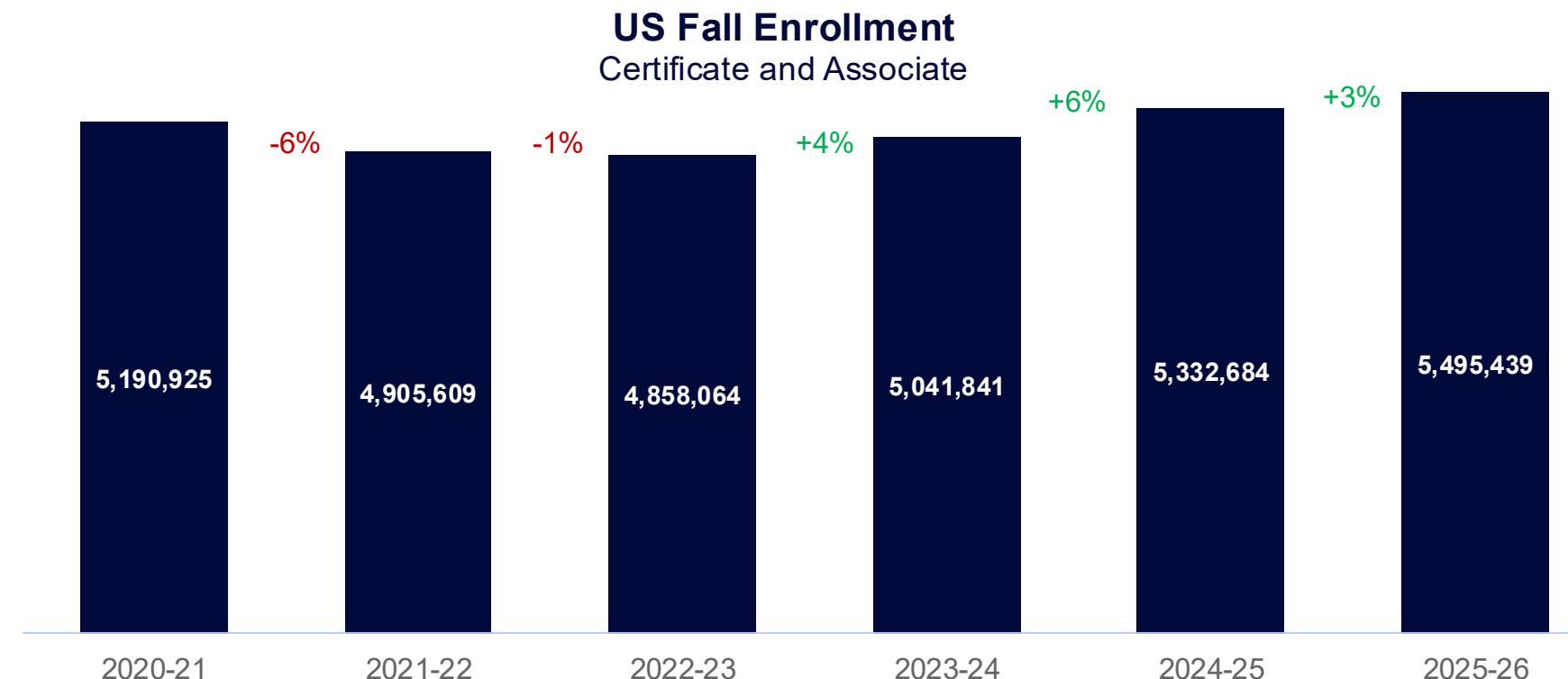
Employment: Current Indicators

Program of the Month

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Fall Enrollment: Community Colleges

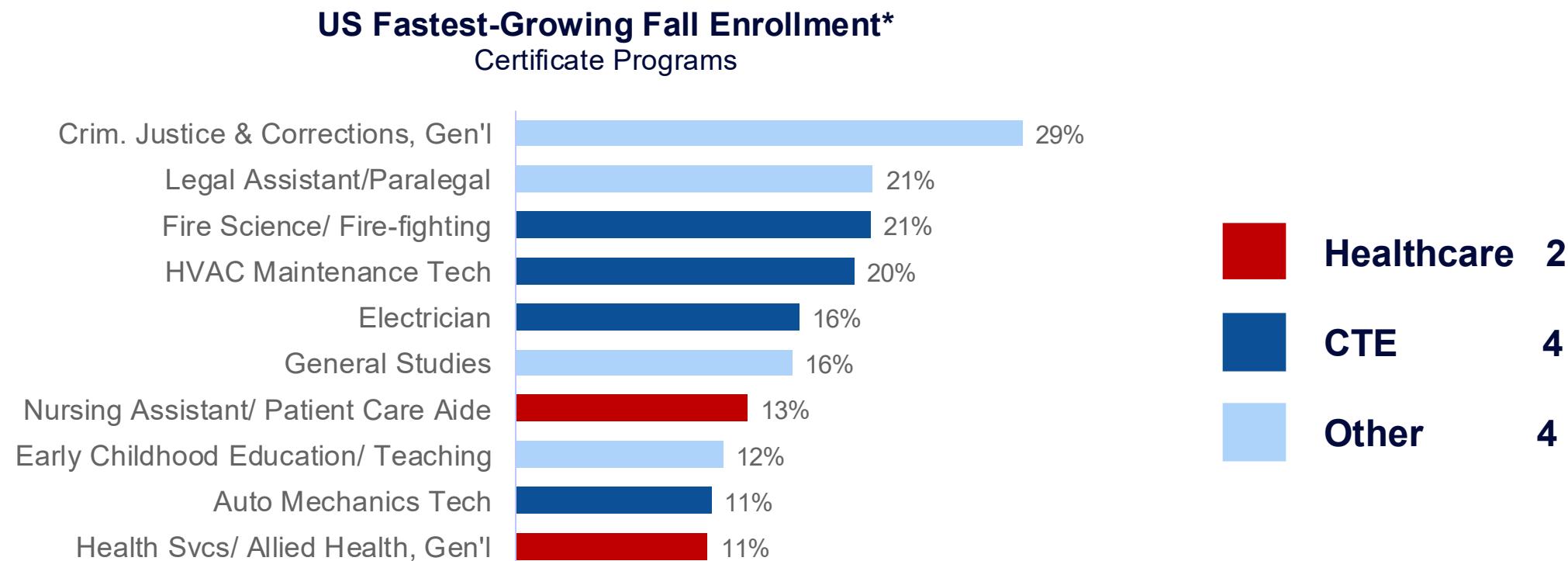
In Fall 2025, enrollment at the associate and certificate levels rose 3% year-over-year.



Source: Gray DI's PES Program Enrollment Dashboard

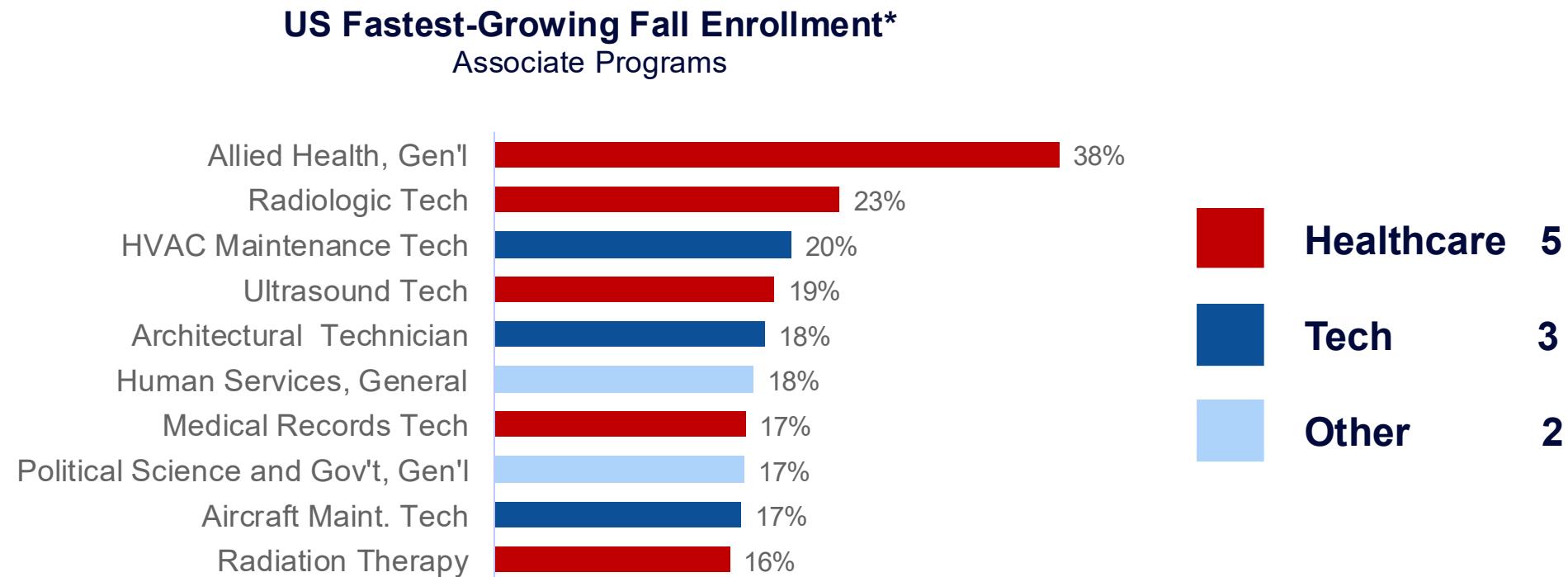
Certificate Fall Enrollment Year-over-Year Growth

In Fall 2025, Criminal Justice enrollment grew 29% year-over-year.



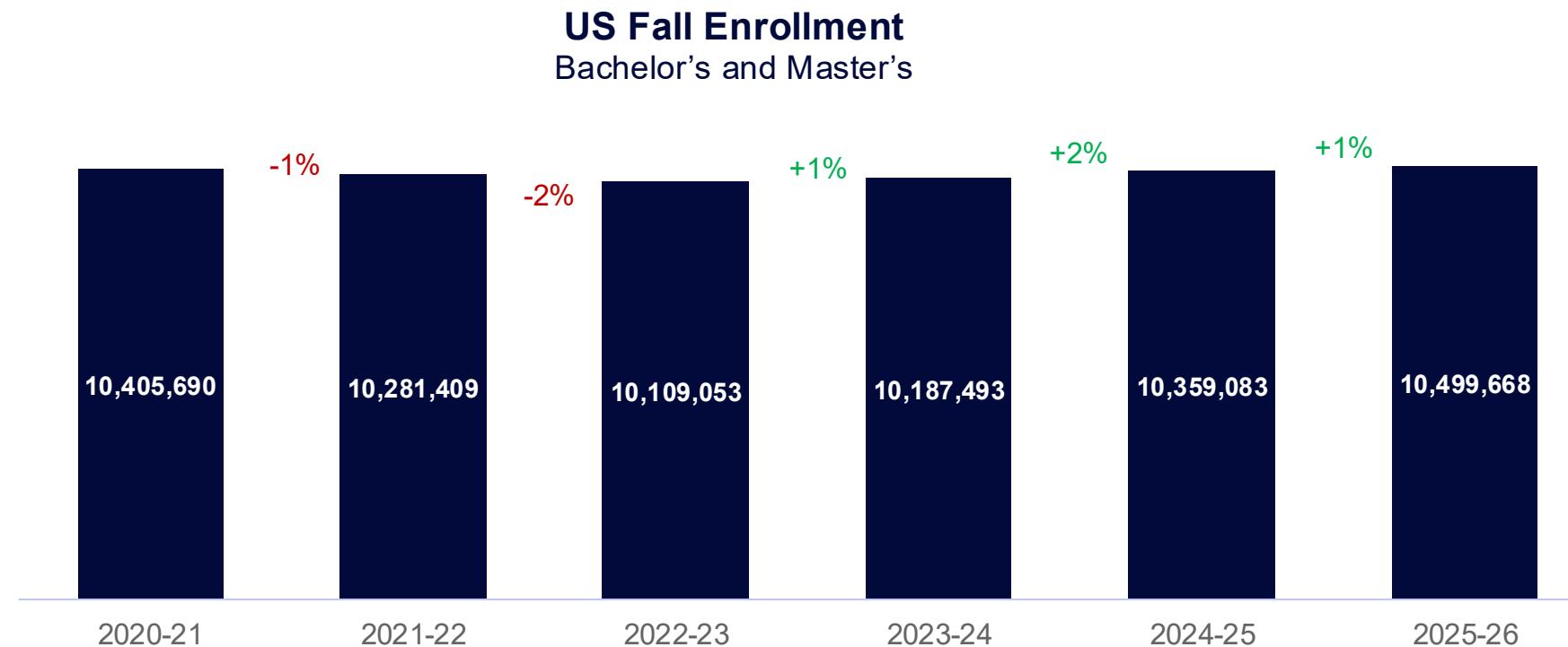
Associate Fall Enrollment Year-over-Year Growth

In Fall 2025, Allied Health grew by 38%.*



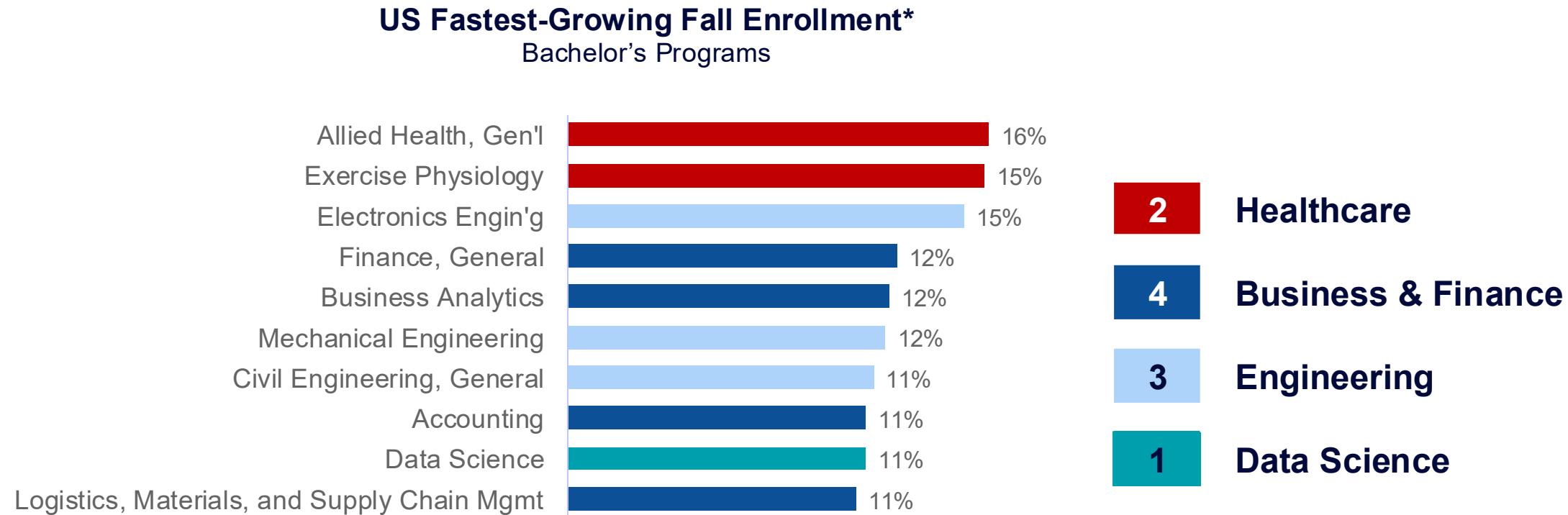
Fall Enrollment: Bachelor's and Master's

In Fall 2025, enrollment at the bachelor's and master's levels rose 1% year-over-year.



Bachelor's Fall Enrollment Year-over-Year Growth

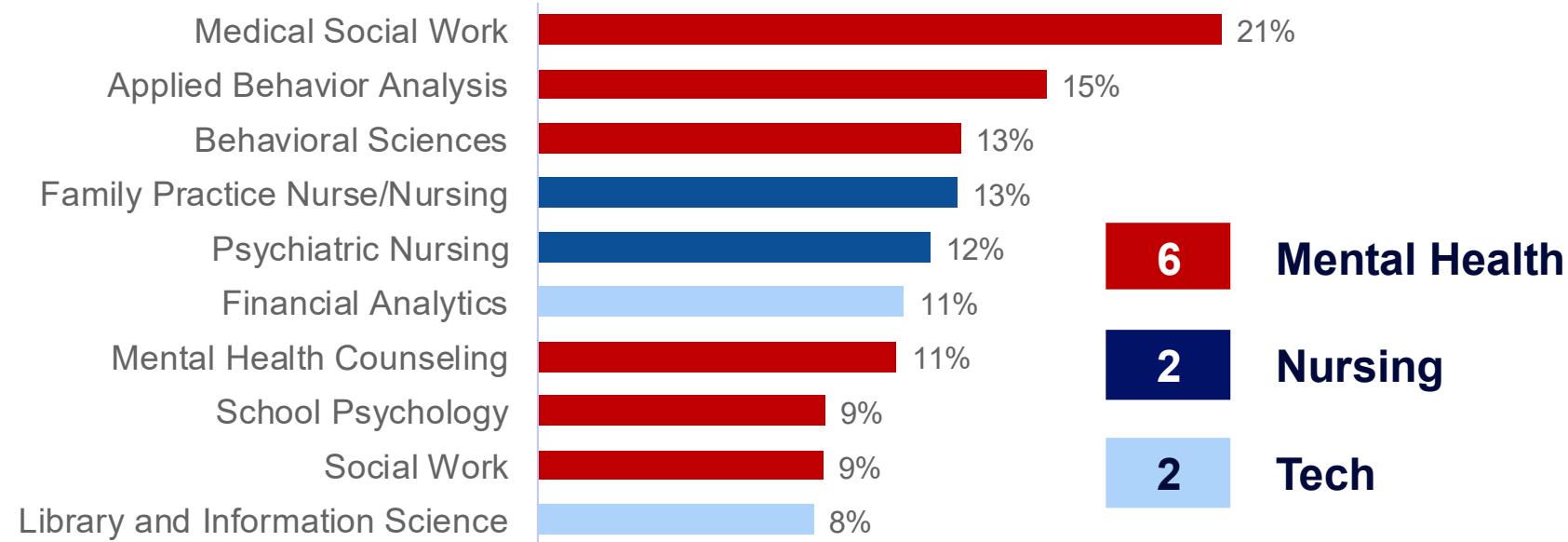
In Fall 2025, Allied Health enrollment grew 16% year-over-year.



Master's Fall Enrollment Growth Year-over-Year

At the Master's level, Mental Health programs were six of the ten fastest-growing programs.

US Fastest-Growing Fall Enrollment*
Master's Programs



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Student Demand Indicators: International Demand

Employment: Current Indicators

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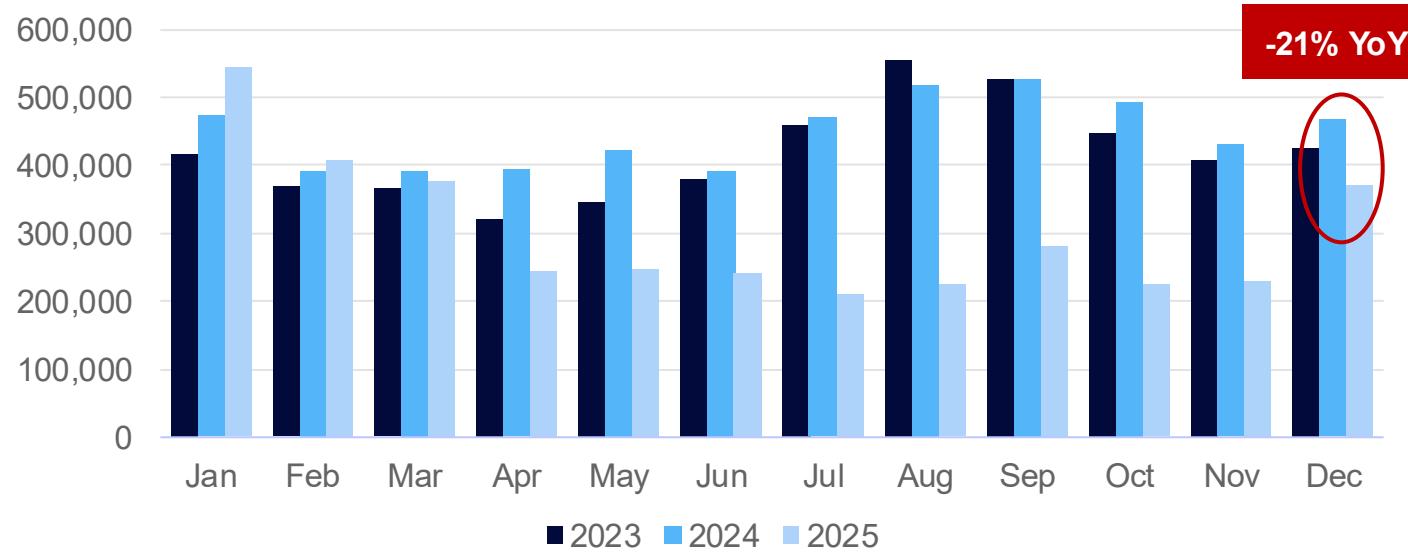
International Student Demand

In December 2025, international student interest in US programs fell by 21% year-over-year.*

- Bachelor's grew 101%, Master's fell 66%, and PhD fell 43%.

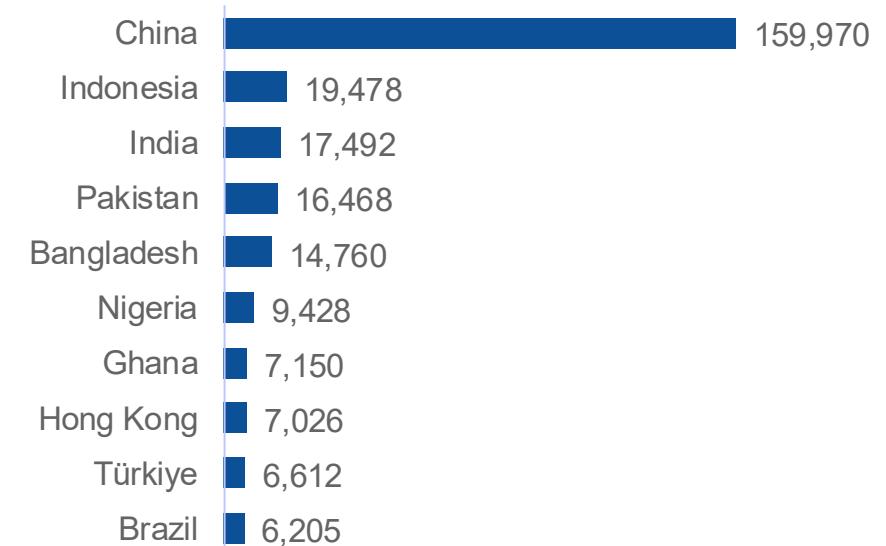
International Page Views

2023 - 2025



Highest Page Views, Origin Countries

December 2025



*Bachelor's, Master's, PhD only

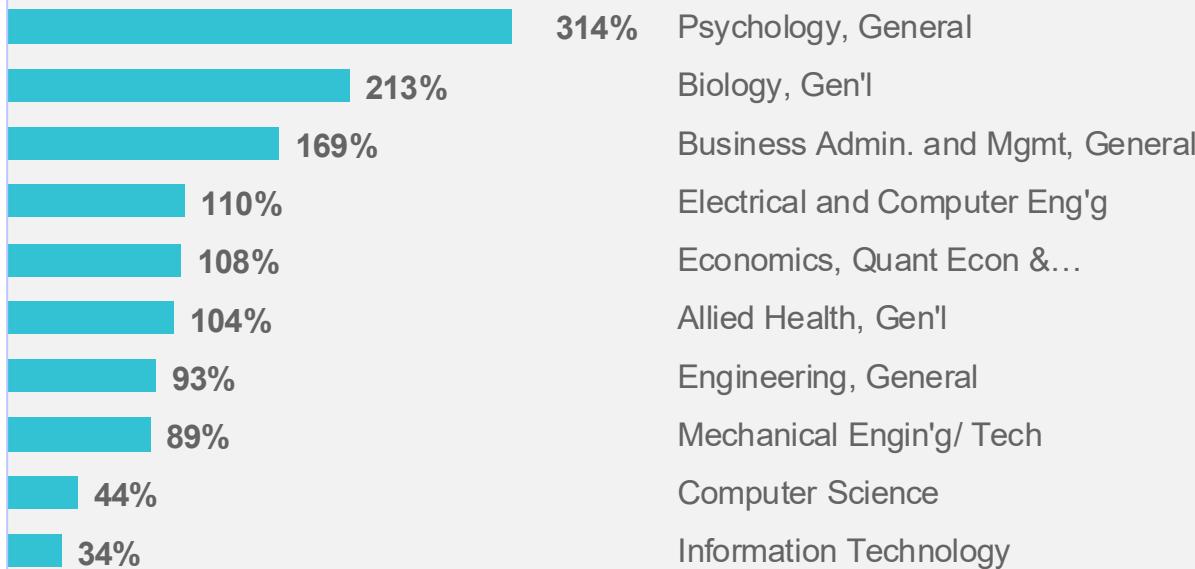
International Page Views: December Fastest-Growing Programs Year-over-Year

Bachelor's level: Psychology increased the most.

Master's and PhD level: Psychology and Engineering were the only programs that grew

Fastest-Growing Bachelor's Programs*

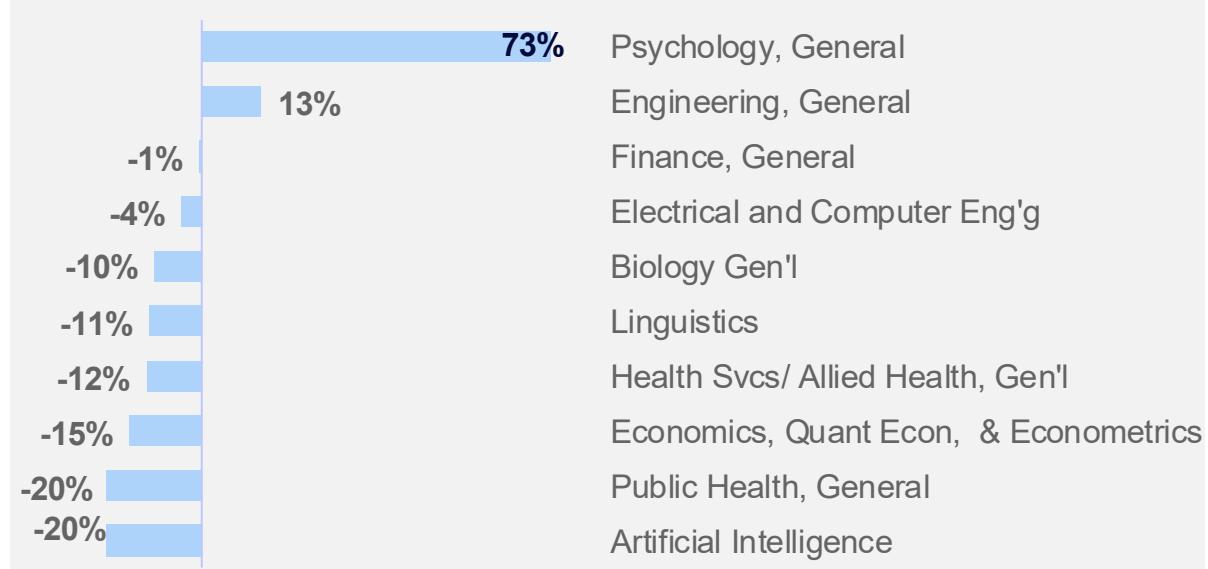
December 2025 YoY



**Minimum 500 page views December 2024

Fastest-Growing Master's Programs**

December 2025 YoY



**Minimum 3,000 page views December 2024

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Student Demand Indicators: Non-degree Demand

Employment: Current Indicators

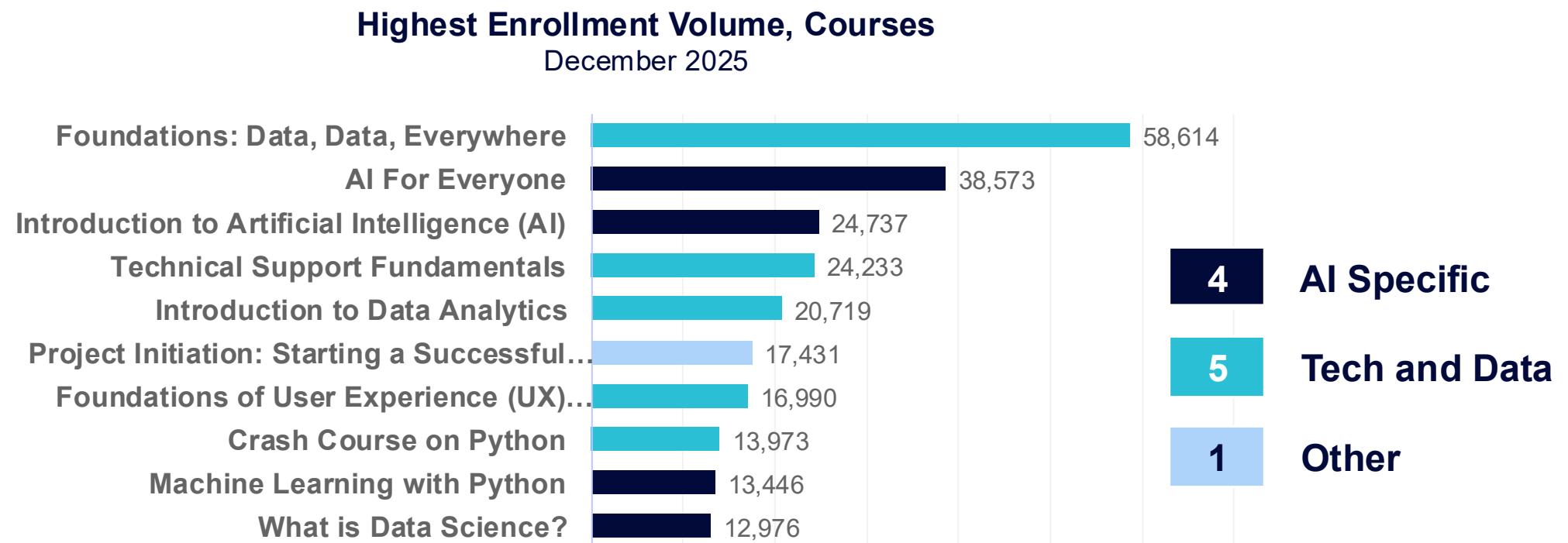
Program of the Month

Summary

Non-Degree Demand: Coursera

At the close of 2025, Coursera has had 154 million learners since its inception in 2012.

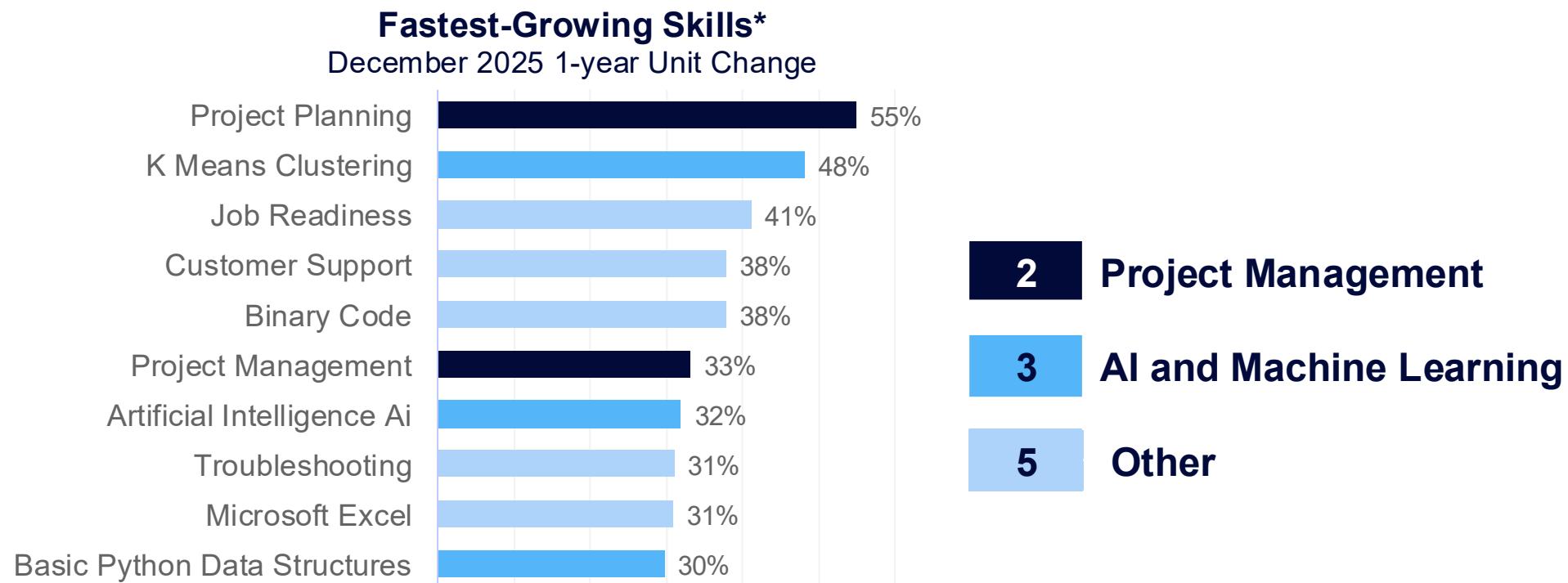
- In December 2025, over 58,600 students enrolled in Foundations: Data, Data, Everywhere.



Source: PES Non-Degree Dashboard, Coursera

Non-Degree Demand: Fastest-growing Skills on Coursera

In December 2025, Project skills were among the fastest-growing skills on Coursera.



*Minimum 10,000 skills taught December 2024

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US Job Postings Trends

In 2025, job postings fell 8% year-over-year; in December, they fell 1%.



Source: Gray DI's PES Job Postings Dashboard

2025 (12 months): Fastest-Growing Job Postings Year-over-Year

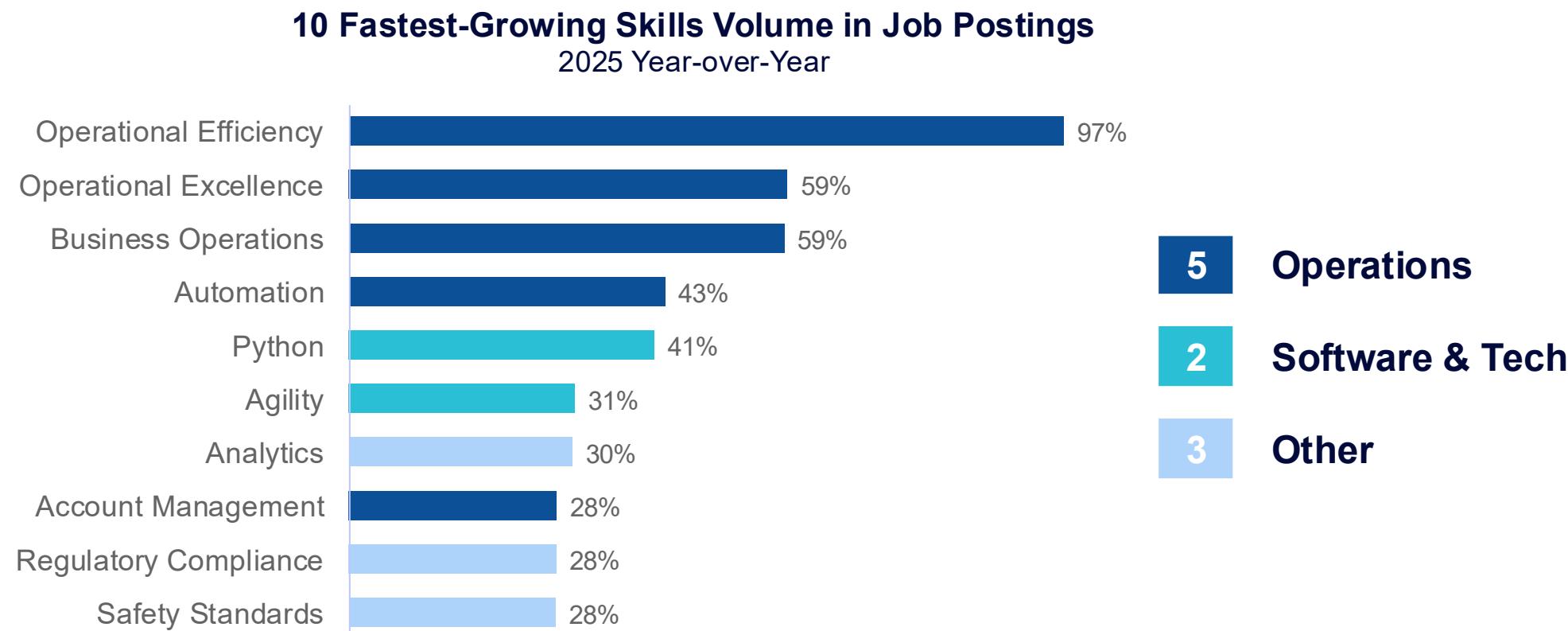
Fastest-Growing Job Postings by Occupation*
2025 YoY



*Minimum 100,000 Postings Volume

Which skills are growing in demand in the US?

In 2025 (12 months), operations skills saw the highest growth in demand year-over-year.



Alumni Career Paths: Bachelor's in Allied Health

Allied Health graduates go into over 750 occupations.

Allied Health Alumni, First Four Jobs (By Occupation)



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Student Demand Indicators

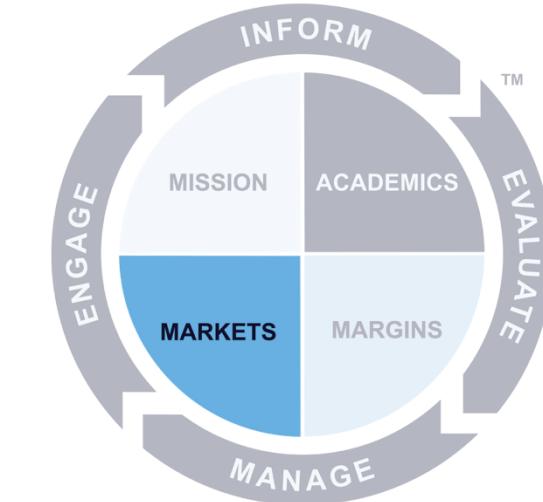
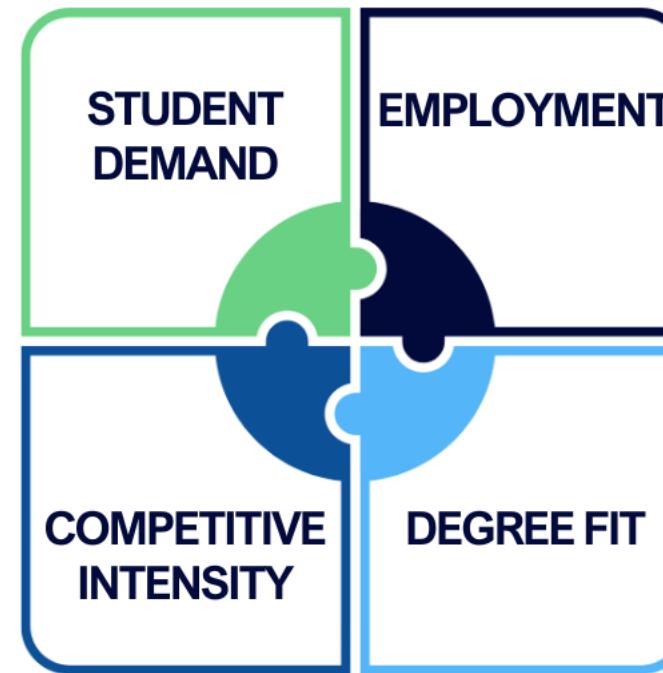
Employment: Current Indicators

Program of the Month

Summary



Program of the Month



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 Programs

Program	Total Percentile	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
14.1901 Mechanical Engineering	99	98	97	91
11.0199 Computer and Information Sciences, Other	99	95	99	85
11.0103 Information Technology	99	97	98	81
30.2501 Cognitive Science	98	89	94	99
49.0102 Airline/ Commercial/ Prof. Pilot/ Flight Crew	98	91	99	86
52.0301 Accounting	98	98	96	82
52.1401 Marketing/ Marketing Mgmt, General	98	99	89	88
52.0203 Logistics, Materials, and Supply Chain Mgmt	98	99	92	85
52.0801 Finance, General	98	98	95	79
	Total Percentile	0 20+ 40+ 70+ 90+ 95+ 98+ 100		
Source: Gray DI's PES Markets	Total Score	-20 -16 2 15 27 34 43 66		

Let's look at market demand for a Bachelor's in Logistics/Supply Chain.

US Bachelor's Programs

Program	Total Percentile	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
14.1901 Mechanical Engineering	99	98	97	91
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49.0102 Airline/ Commercial/ Prof. Pilot/ Flight Crew	98	91	99	86
52.0301 Accounting	98	98	96	82
52.1401 Marketing/ Marketing Mgmt, General	98	99	89	88
52.0203 Logistics, Materials, and Supply Chain Mgmt	98	99	92	85
52.0801 Finance, General	98	98	95	79

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

Student Demand		99		
Score	29.2	Percentile	99	99
Criterion		Value	Pctl	Score
Size		-	-	-
→ Google Search Volume (12 Months)*	1,220,645	94	5.6	
→ New Student Enrollment Volume (12 Mo.)	3,708	94	5.6	
On ground Completions at In Market Institutions	5,400	95	5.7	
Online Completions by In Market Students	1,511	98	NS	
→ Sum of On ground and Online Completions	6,911	96	5.8	
Growth: Year-over-year Unit Change		-	-	-
Google Search YoY Change (Units)*	171,445	92	NS	
New Student Enrollment Vol. YoY Change (Units)	199	96	1.9	
Completion Volume YoY Change (Units)	189	97	1.9	
Growth: Year-over-year % Change		-	-	-
→ Google Search YoY Change (%)*	16%	65	NS	
→ New Student Enrollment Vol. YoY Change (%)	6%	64	1.3	
→ Completion Volume YoY Change (%)	3%	64	1.3	
Size: International Demand		-	-	-
→ International Page Views (12 Months)	2,039	94	NS	

Student Demand

Supply Chain scores in the 99th percentile for Student Demand.

- All size metrics are strong.
 - Google searches and new student enrollment are in the 94th percentile.
 - International page views are in the 94th percentile
 - Overall completions are in the 96th percentile.
- Growth metrics are above average.
 - Google searches grew 16% year-over-year.
 - New student enrollment grew 6%.
 - 2024 Completions grew 3%.

Source: Gray DI's PES Markets

Employment Opportunities

Supply Chain scores in the 92nd percentile for Employment.

- Entry-level job postings, BLS Current Employment, and Annual Job Openings are strong.
- Historical growth is about average or better.
 - 75th percentile for year-over-year
 - 92nd percentile for 3-year CAGR
- Job postings per graduate are healthy: 1.6
- Wages are moderate.
 - Entry-level median is in the 77th percentile.
 - Post-entry median with a bachelor's is in the 69th.
- Only 17% of graduates are in direct prep jobs.

Source: Gray DI's PES Markets

Employment		92		
Score	27.0	Percentile	92	
Criterion		Value	Pctl	Score
Size: Entry Jobs				
Job Postings Total (12 Months)		11,119	97	3.9
BLS Current Employment		71,069	97	1.0
BLS Annual Job Openings		6,075	97	1.0
Growth: Entry Jobs				
BLS 1 Year Historical Growth		3%	75	1.5
BLS 3 Year Historic Growth (CAGR)		5%	92	1.8
BLS 10 Year Future Growth (CAGR)		0.4%	4	0.0
Saturation: Entry Jobs				
Job Postings per Graduate		1.6	72	2.9
BLS Job Openings per Graduate		0.9	83	0.8
Weighted-Avg BLS Wages				
Entry 25th Percentile		62,854	77	6.2
Post Entry Median		\$89,262	62	5.0
Post Entry w Associates Median			0	NS
Post Entry w Bachelors Median		\$85,674	69	NS
Post Entry w Masters Median		\$119,675	87	NS
Post Entry w Doctoral Median			0	NS
Underemployed				
Underemployed Percent of Graduates**		41%	73	2.9
ACS Bachelor's Degree Outcomes*				
% with Any Graduate Degree*		27%	29	NS
% with Masters*		25%	48	NS
% with Doc Prof Degree*		2%	11	NS
% Unemp. (Age <30)**		2%	69	NS
% in Direct Prep Jobs*		17%	72	NS

Competition for Students

Supply Chain scores in the 90th percentile for competitive intensity.

- 161 colleges offer this program.
 - In 2024, 13 new campuses had completions.
- At 13, the median program size is moderate (77th percentile).
- Marketing costs are high.
- There are 51 institutions with online programs.
 - 22% of completions are online.
- Cost is reasonable: 64th percentile.

Competitive Intensity		85	
Score	10.7	Percentile	85
Criterion	Value	Pctl	Score
<i>Volume of In-Market Competition</i>	-	-	-
Campuses with Graduates**	161	6	NS
Campuses with Grads YoY Change (Units)**	13	1	NS
Institutions with Online In Market Students**	51	3	NS
<i>In-Market Programs</i>	-	-	-
Average Program Completions	34	91	3.6
Median Program Completions	13	77	3.1
YoY Median Prog. Compl. Change (Units)	0	69	1.4
YoY Median Prog. Compl. Change (%)	0	69	1.4
<i>In-Market Saturation</i>	-	-	-
Google Search * Cost per Click**	18	9	0.3
Google Competition Index**	0.4	30	0.9
<i>National Online Competition</i>	-	-	-
National Online Institutions (Units)**	51	3	NS
Nat'l Online % of Institutions	26%	88	NS
Nat'l Online % of Completions	22%	82	NS
Cost Benchmarking National		Value	Pctl
Average Cost per SCH Index**		0.81	78
Median Cost per SCH Index**		0.93	64

Source: Gray DI's PES Markets

Program: 52.0203 Logistics, Materials, and Supply Chain Mgmt				Award Level: Bachelors				Market: National				Rubric: On-ground					
Overall Score				98													
Score	66.8	Percentile	98	98													
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Size: International Demand				-	-	-											
International Page Views (12 Months)				2,039	94	NS											
Award Level				Enrollment %	Completions %	Completions % National											
Certificate				9	15	15											
Associates				21	7	7											
Bachelors				43	63	63											
Postbaccalaureate Certificate				2	4	4											
Masters				18	11	11											
Post-masters Certificate				6	0	0											
Doctoral				0	0	0											
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Summary

- In December, Google searches for academic programs fell 25% year-over-year.
 - This is likely the result of the shift to AI search, not a fundamental change in interest.
 - In 2025 (trailing 12 months), four design programs ranked among the ten fastest-growing programs.
 - Modeling and Design Tech was the fastest-growing program in December YoY.
 - In December, Google's cost-per-click fell 13%
- In Fall 2025, enrollment at community colleges rose 3% YoY; bachelor's and master's grew 1%.
 - At the certificate level, Criminal Justice grew most quickly, 29% YoY.
 - Allied Health was the fastest-growing program at the associate and bachelor's level.
 - Clinical/Medical Social Work was the fastest-growing Master's program.
- In December, US job postings fell by 1% year over year.
 - Overall, in 2025, they fell 8%.
- Demand for a Bachelor's in Logistics/Supply Chain is strong, job opportunities are healthy, but wages and competition are a bit more challenging.

Upcoming Webinars

2026 Master Class Series Starting March 10th!

REGISTER NOW

<https://www.graydi.us/2026-master-class-series>

Webinar Schedule:

- Higher Education in the 2020s: Myths and Realities
March 10, 2026, 2pm - 3pm ET

Navigating shifting enrollment trends and budget constraints requires a clear, data-driven strategy. We'll cover how to implement a program evaluation framework that balances your academic mission with economic reality, helping you identify opportunities to grow revenue and stabilize your institution's future.

- Market Demand for Academic Programs
March 17, 2026, 2pm - 3pm ET

- Program Economics and Outcomes
March 24, 2026, 2pm - 3pm ET

- Predicting Program Size and Remix of Existing Programs
March 31, 2026, 2pm - 3pm ET

- Innovations in Academic Program Evaluation
April 7, 2026, 2pm - 3pm ET

Demand Trends Monthly Webinar February 26th 2 PM ET

