



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

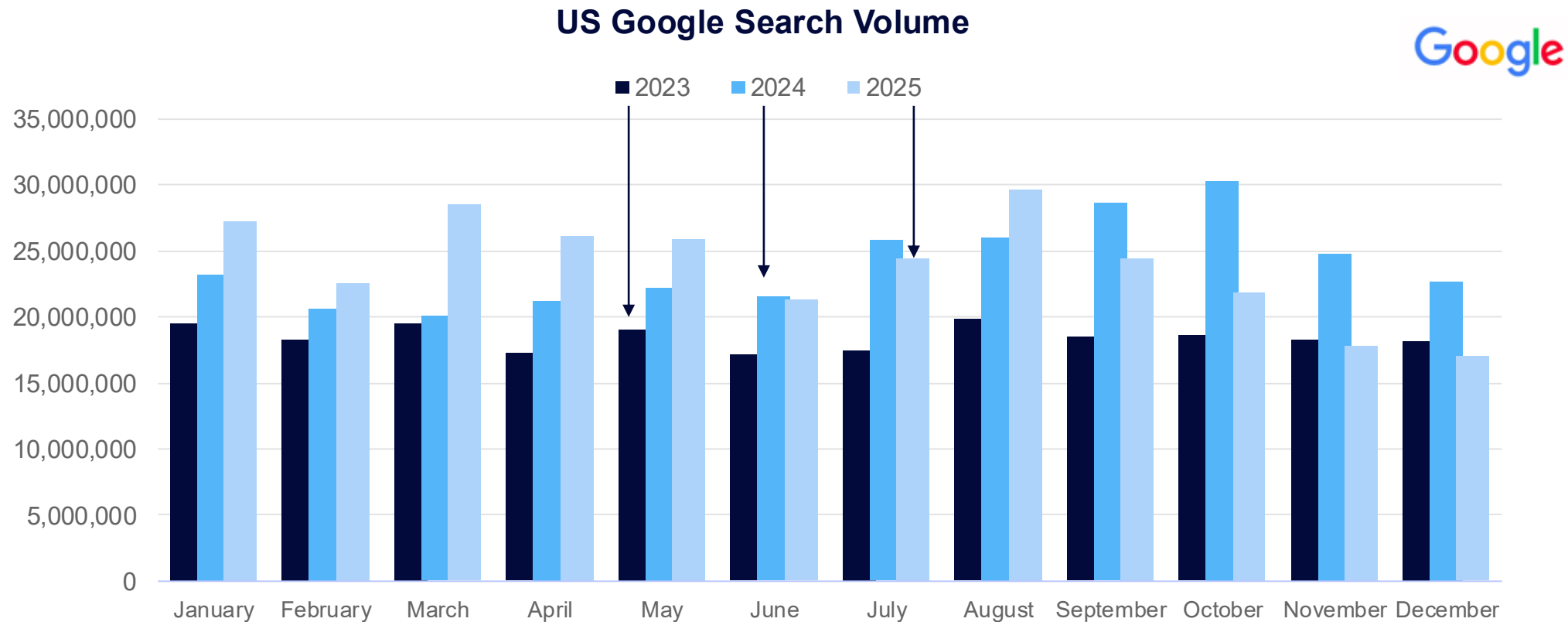
Program of the Month

Summary



Google Search Trends: Programs

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

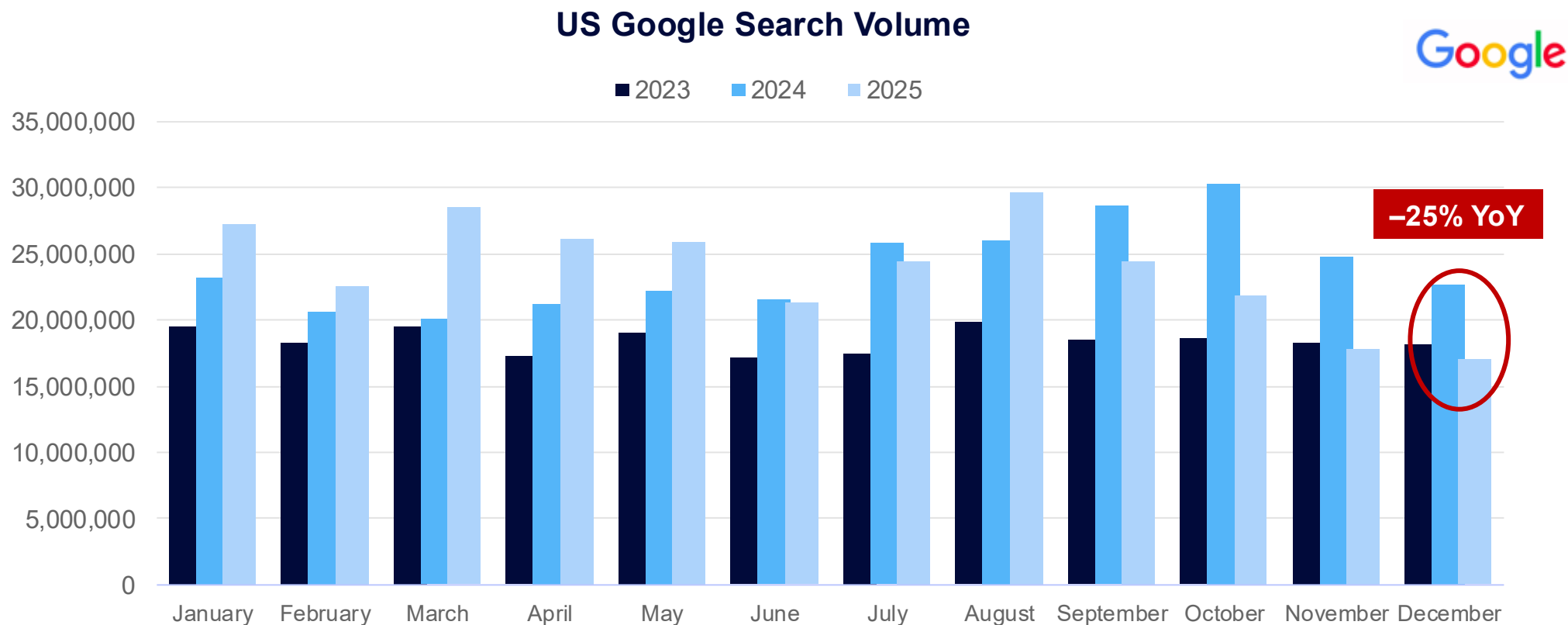


Source: Gray DI's PES Keyword Search Dashboard



Google Search Trends: Programs

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



Source: PES Keyword Search Dashboard

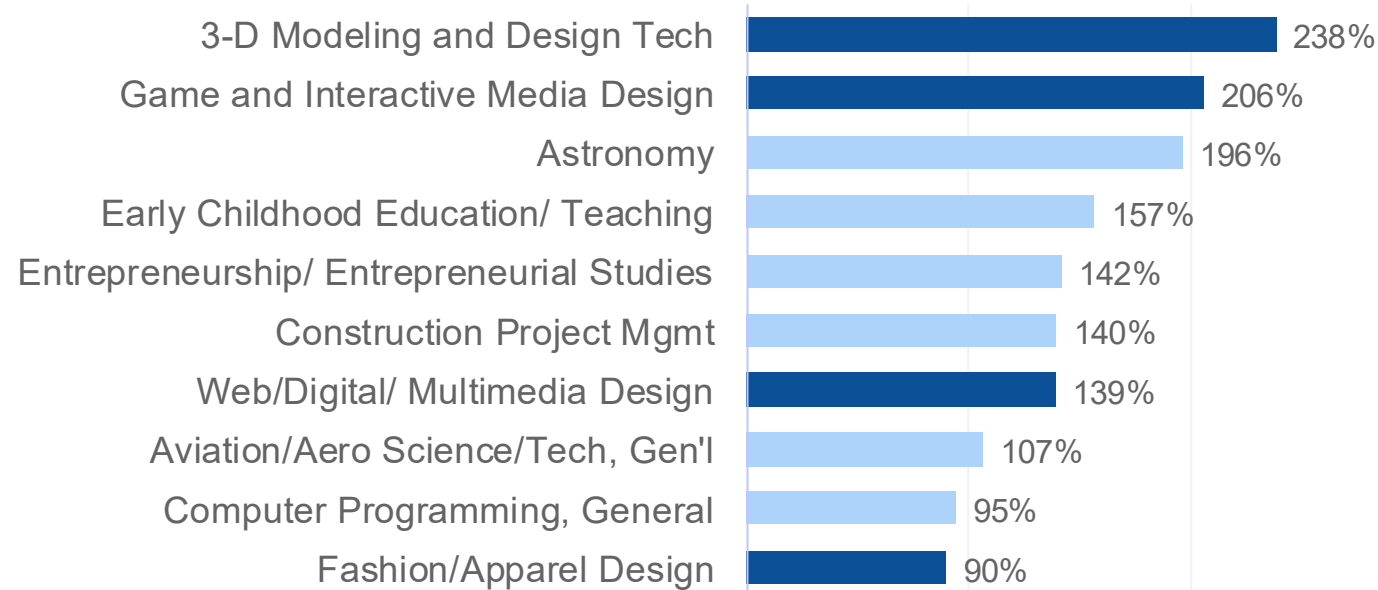


“The answer may surprise you.”

2025: Programs with Fastest-Growing US Search Volumes

In 2025, design programs “might surprise you.”

Programs with the Fastest-Growing Google Search Volume*
2025



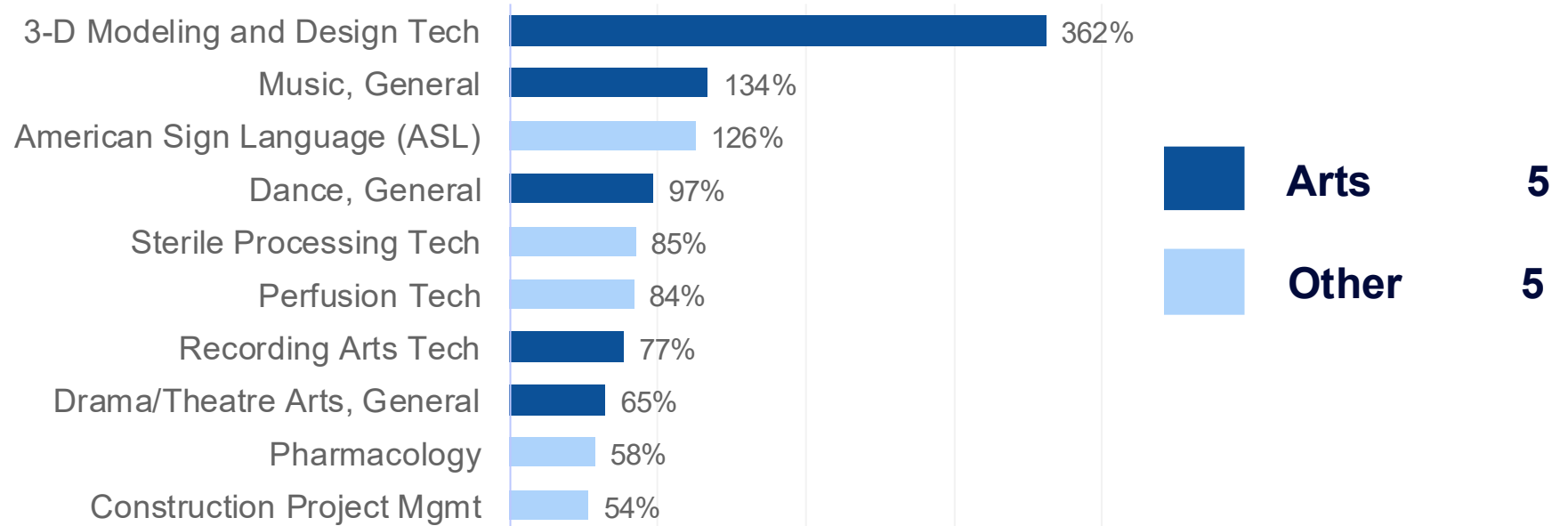
Design 4

Other 6

December: Programs with Fastest-Growing US Search Volumes

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

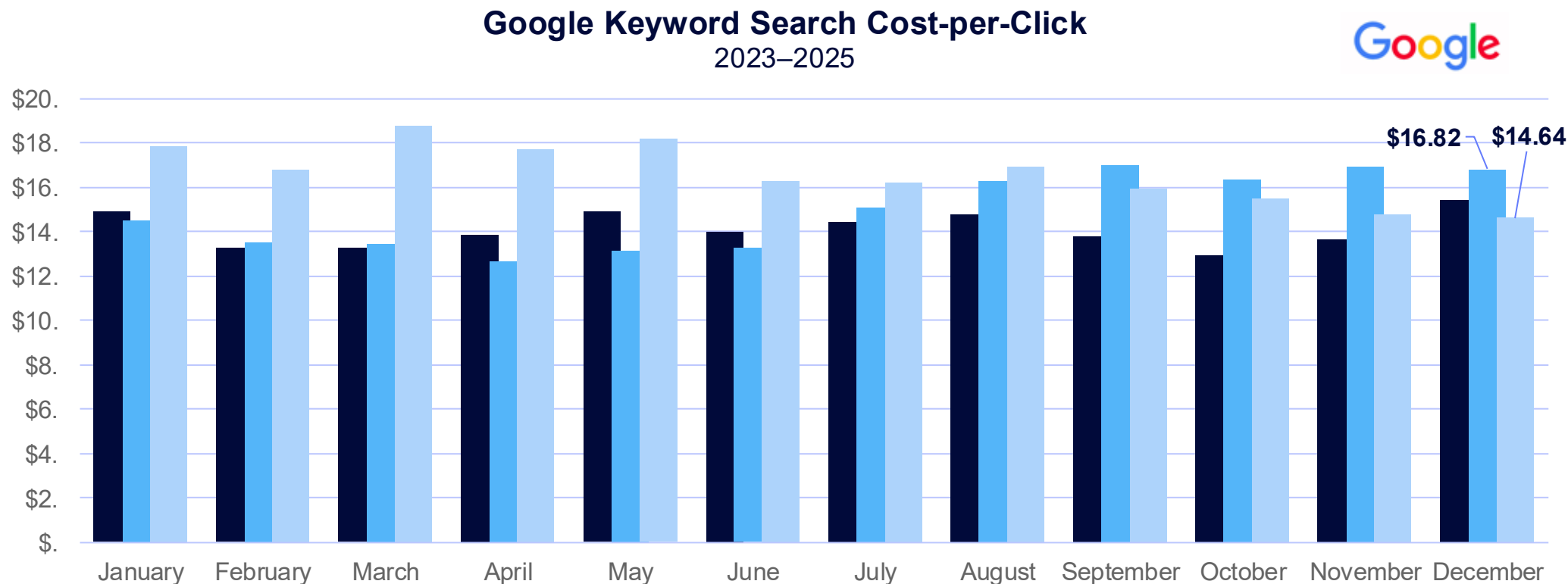
Programs with the Fastest-Growing Google Search Volume*
December 2025 YoY





Google: Cost-per-Click

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



Agenda

What is a Program Evaluation System?

Student Demand Indicators: Fall Enrollment

Employment: Current Indicators

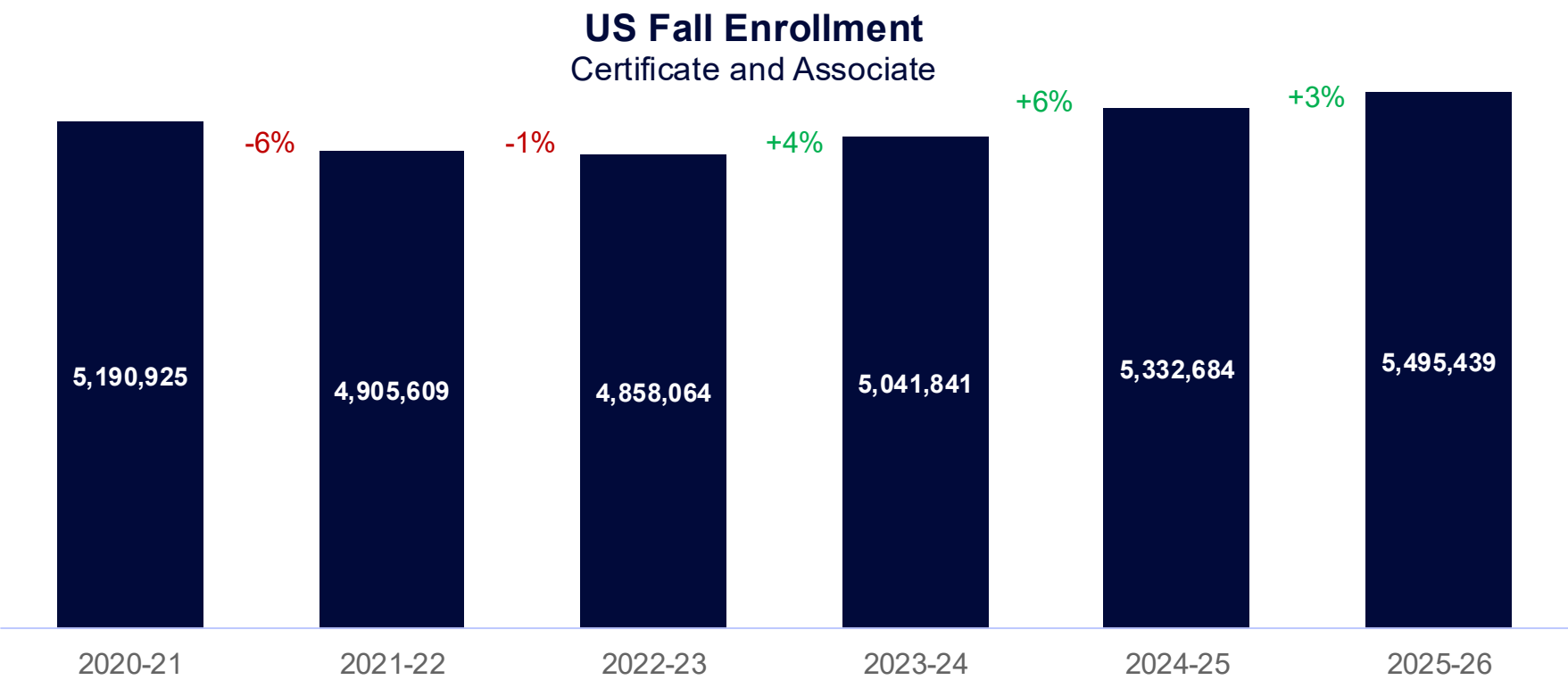
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Fall Enrollment: Community Colleges

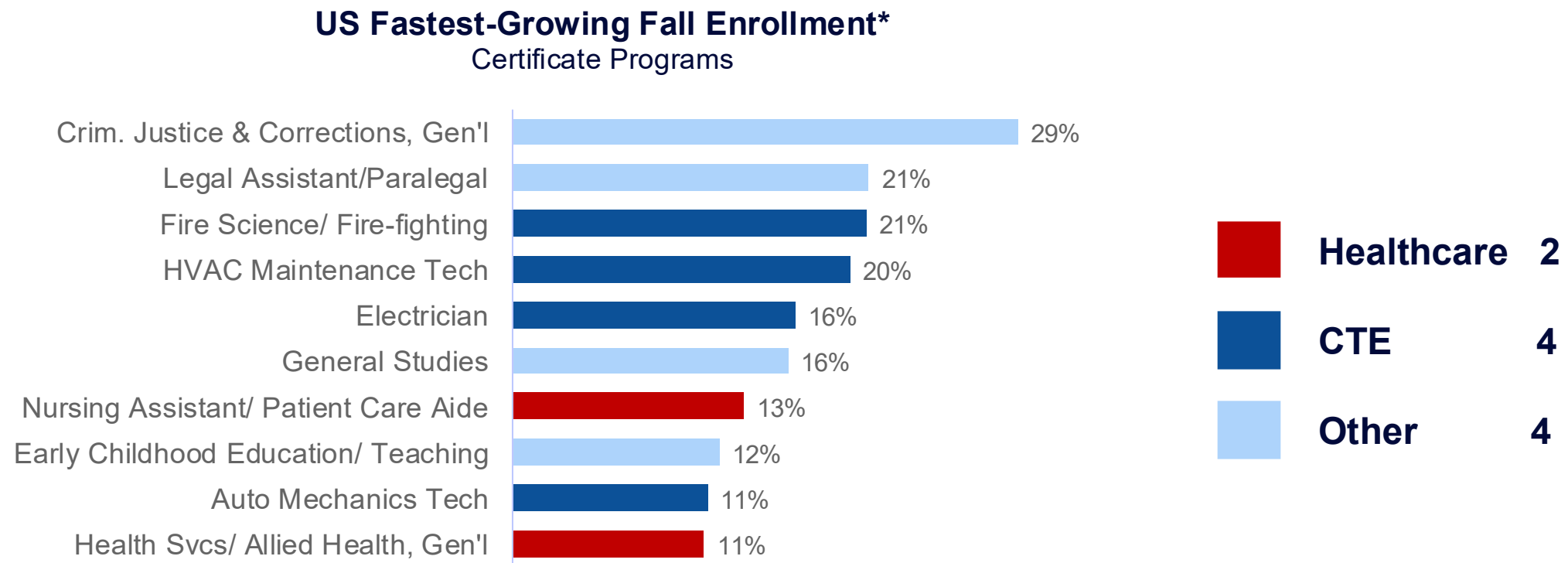
In Fall 2025, enrollment at the associate and certificate levels rose 3% year-over-year.



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.



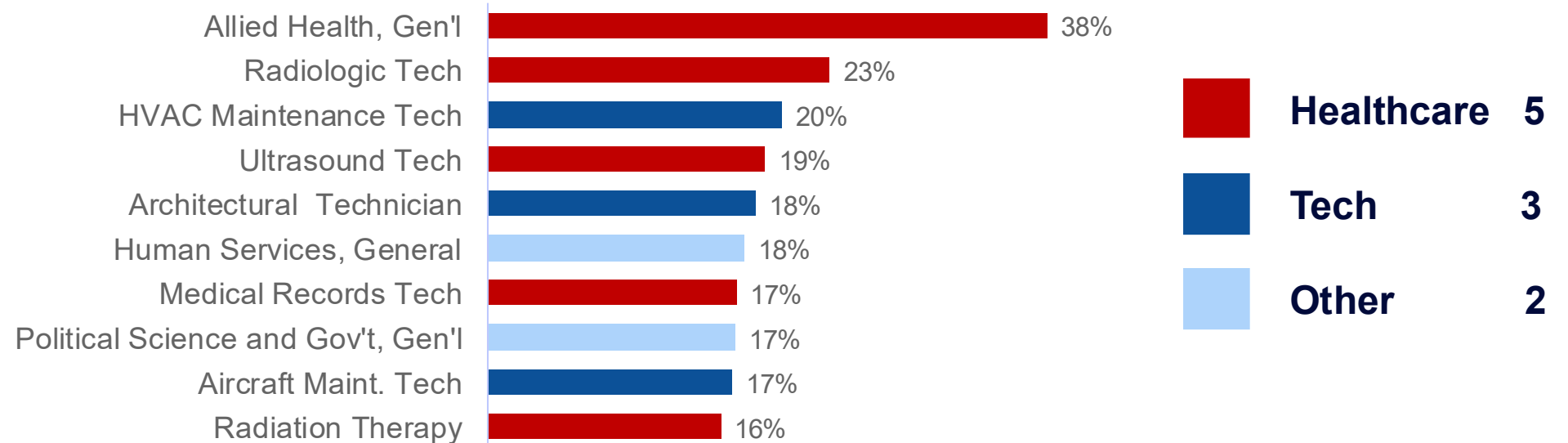
Source: PES Program Enrollment Dashboard

*Minimum 5,000 enrolled prior year

Associate Fall Enrollment Year-over-Year Growth

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

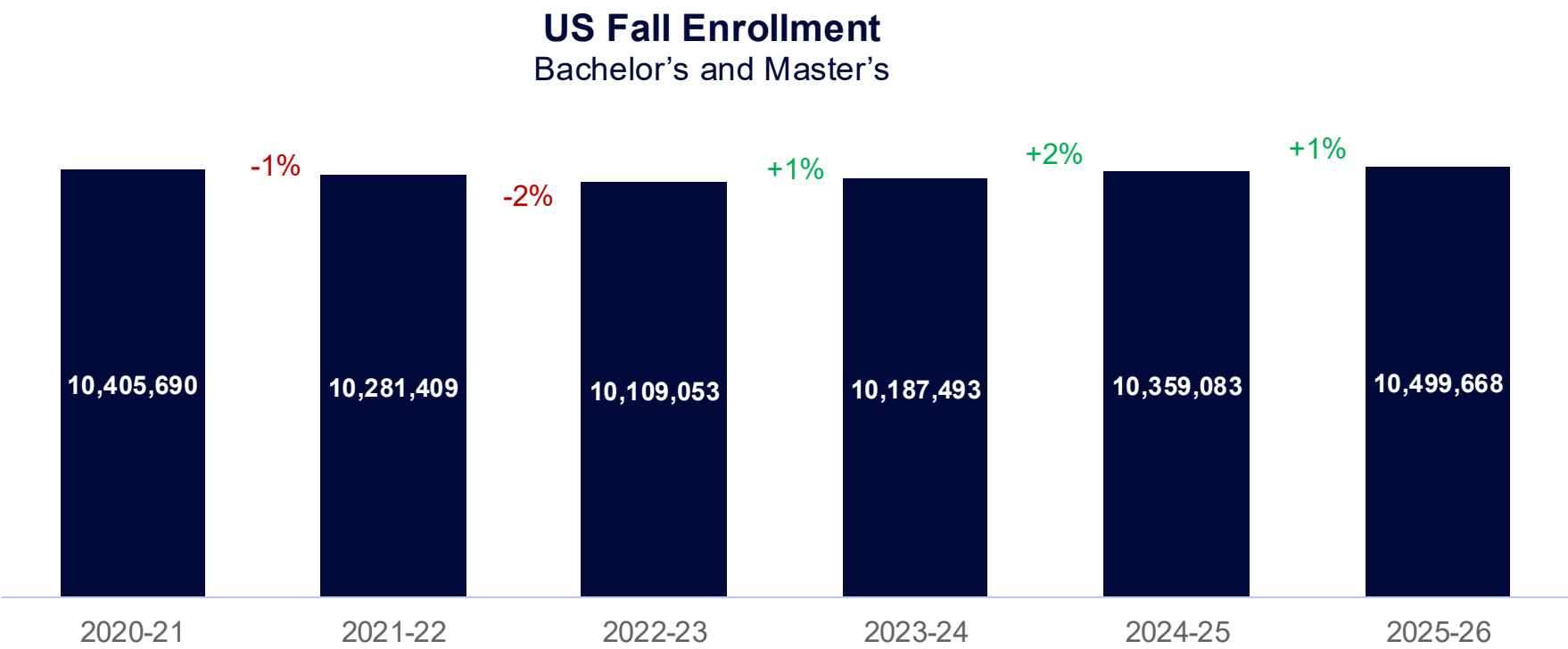
US Fastest-Growing Fall Enrollment* Associate Programs





Fall Enrollment: Bachelor's and Master's

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

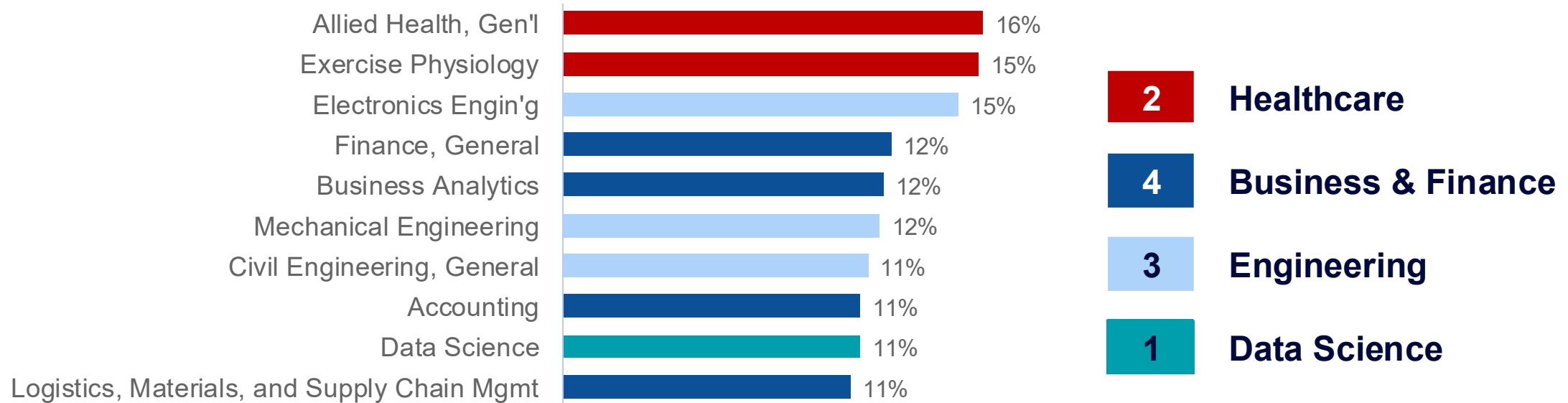


Source: Gray DI's PES Program Enrollment Dashboard

Bachelor's Fall Enrollment Year-over-Year Growth

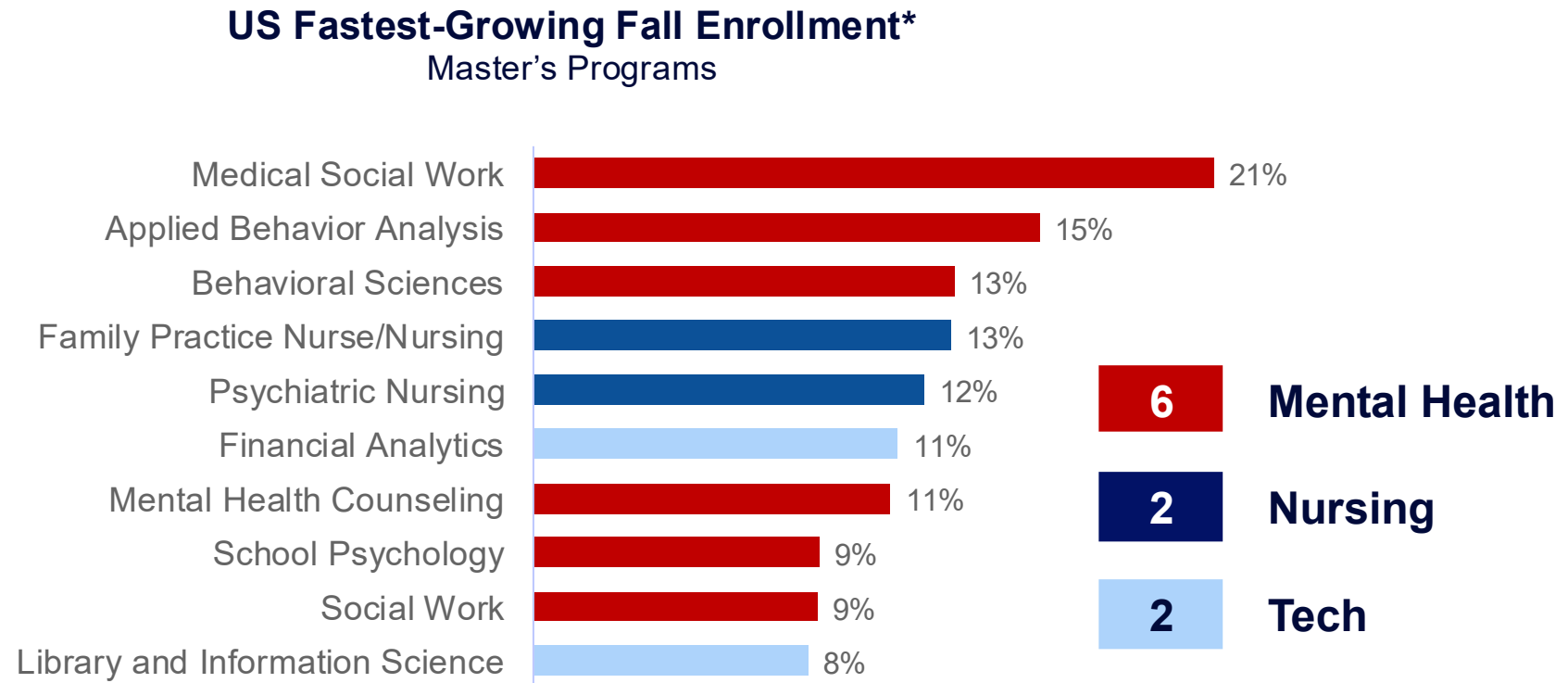
In Fall 2025, Allied Health enrollment grew 16% year-over-year.

US Fastest-Growing Fall Enrollment* Bachelor's Programs



Master's Fall Enrollment Growth Year-over-Year

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



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Student Demand Indicators: International Demand

Employment: Current Indicators

Program of the Month

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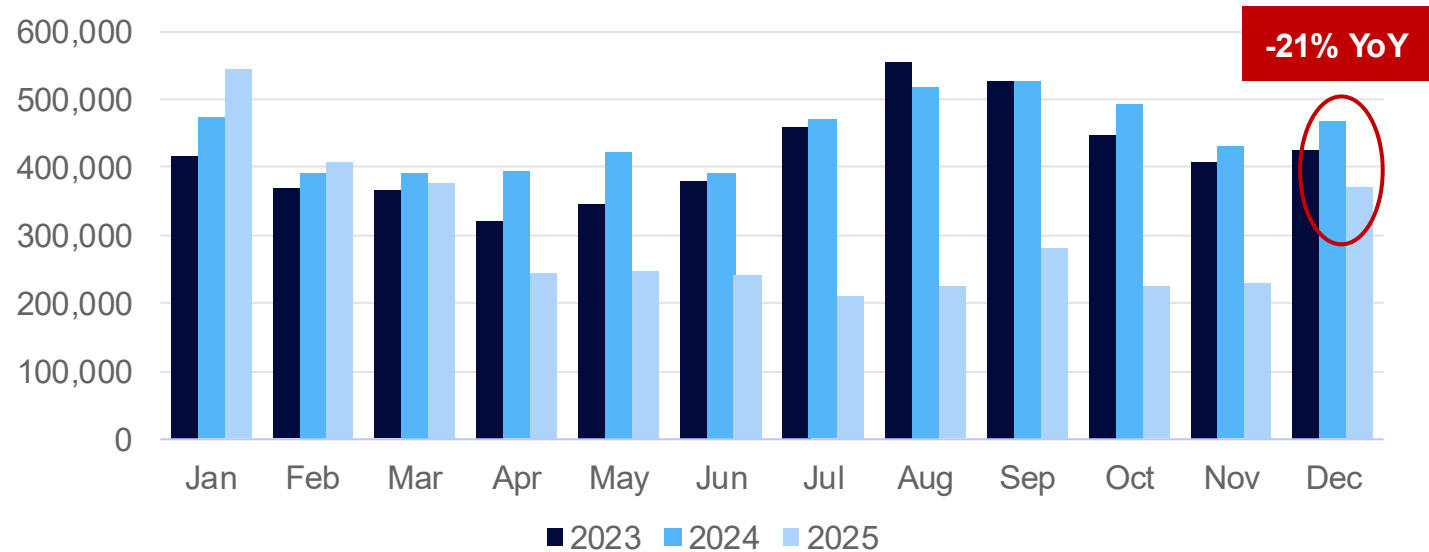


International Student Demand

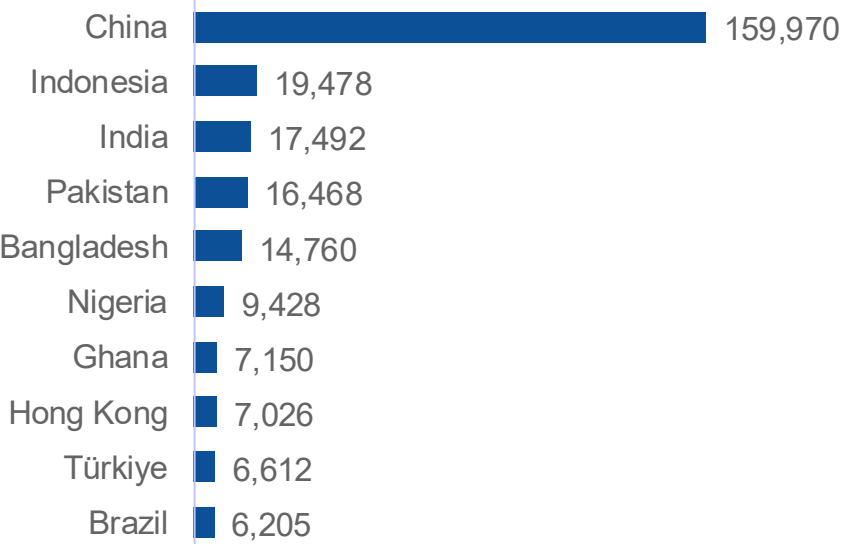
In December 2025, international student interest in US programs fell by 21% year-over-year.*

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

International Page Views
2023 - 2025



Highest Page Views, Origin Countries
December 2025



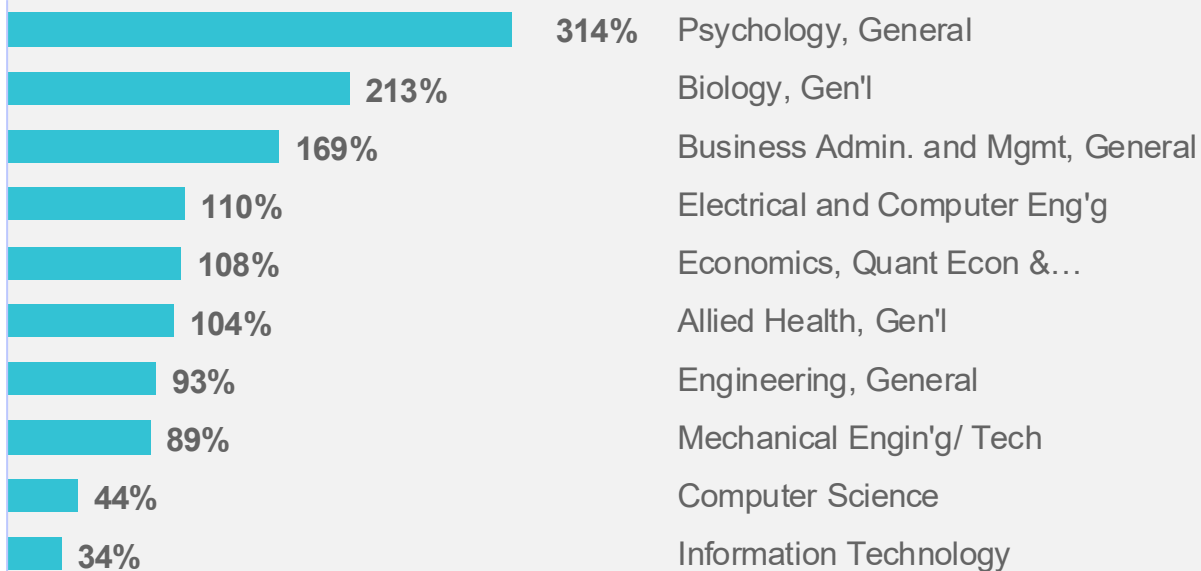
*Bachelor's, Master's, PhD only

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

Bachelor's level: Psychology increased the most.

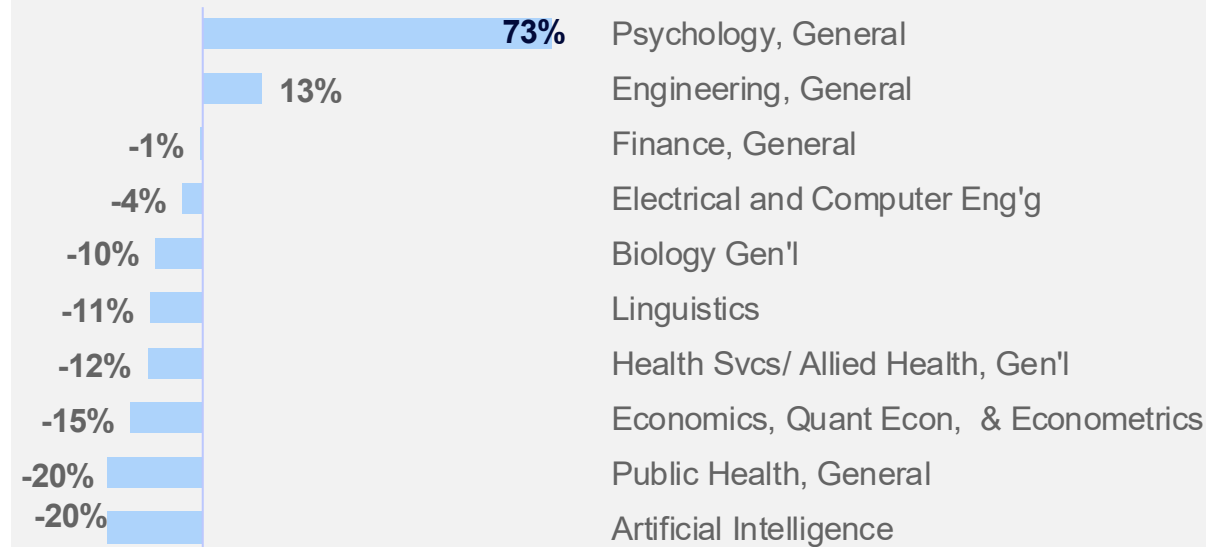
Master's and PhD level: Psychology and Engineering were the only programs that grew

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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What is a Program Evaluation System?

Student Demand Indicators: Non-degree Demand

Employment: Current Indicators

Program of the Month

Summary

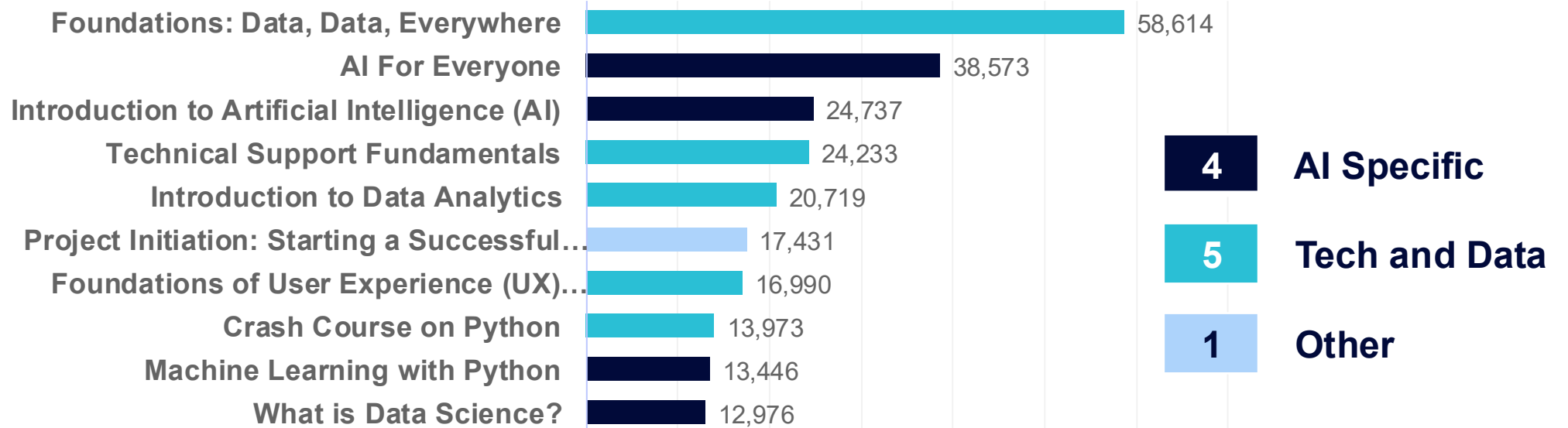
Non-Degree Demand: Coursera

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.

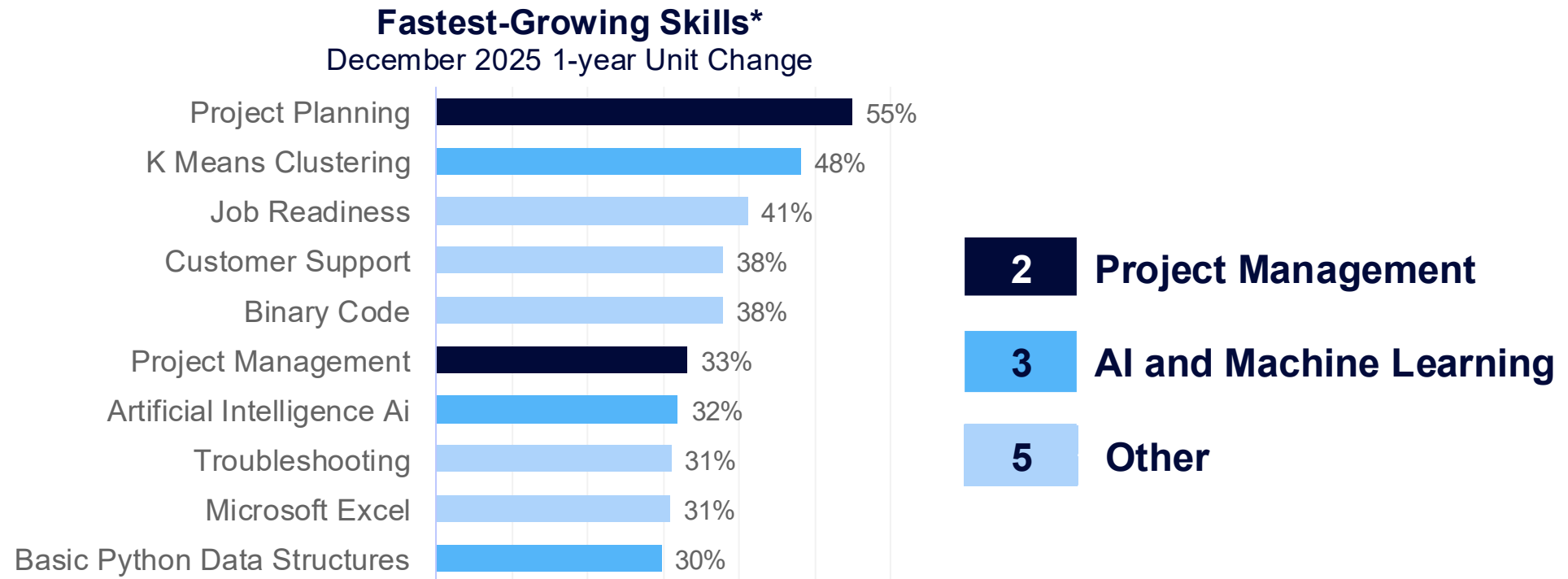
Highest Enrollment Volume, Courses

December 2025



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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Student Demand Indicators

Employment: Current Indicators

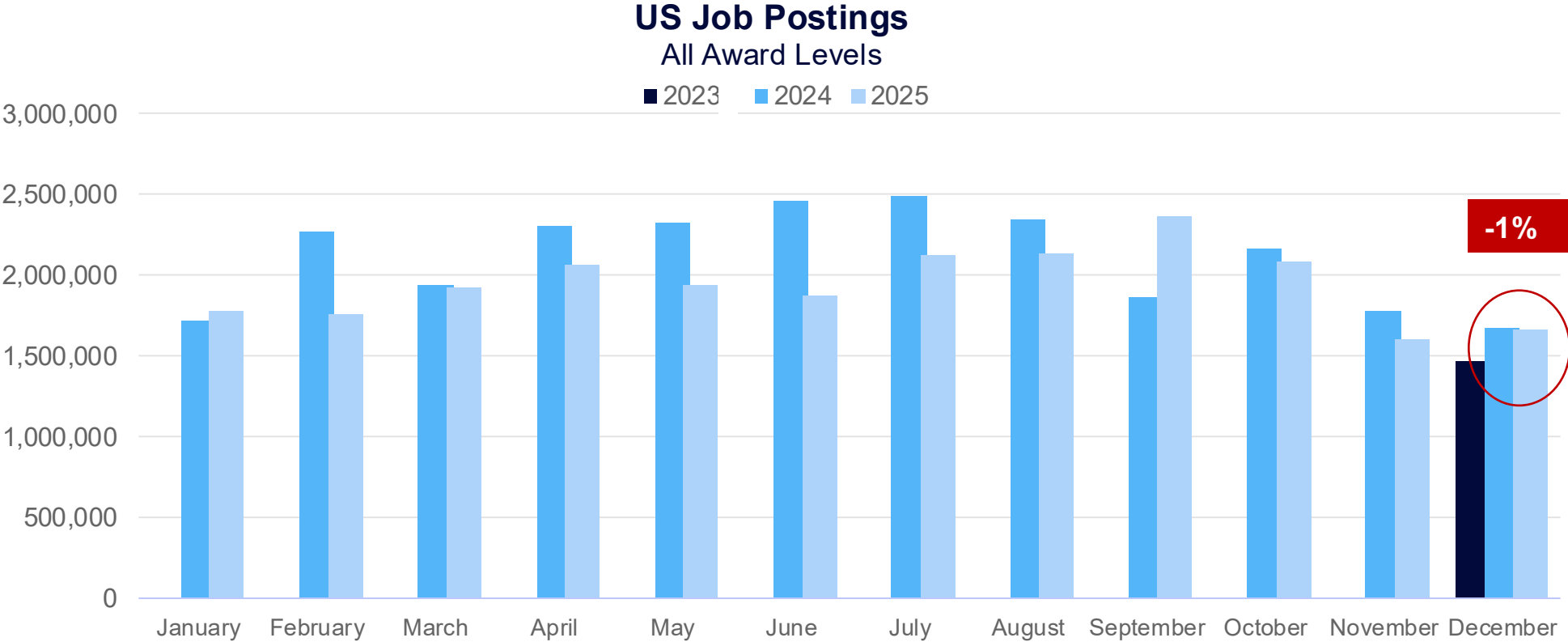
Program of the Month

Summary



US Job Postings Trends

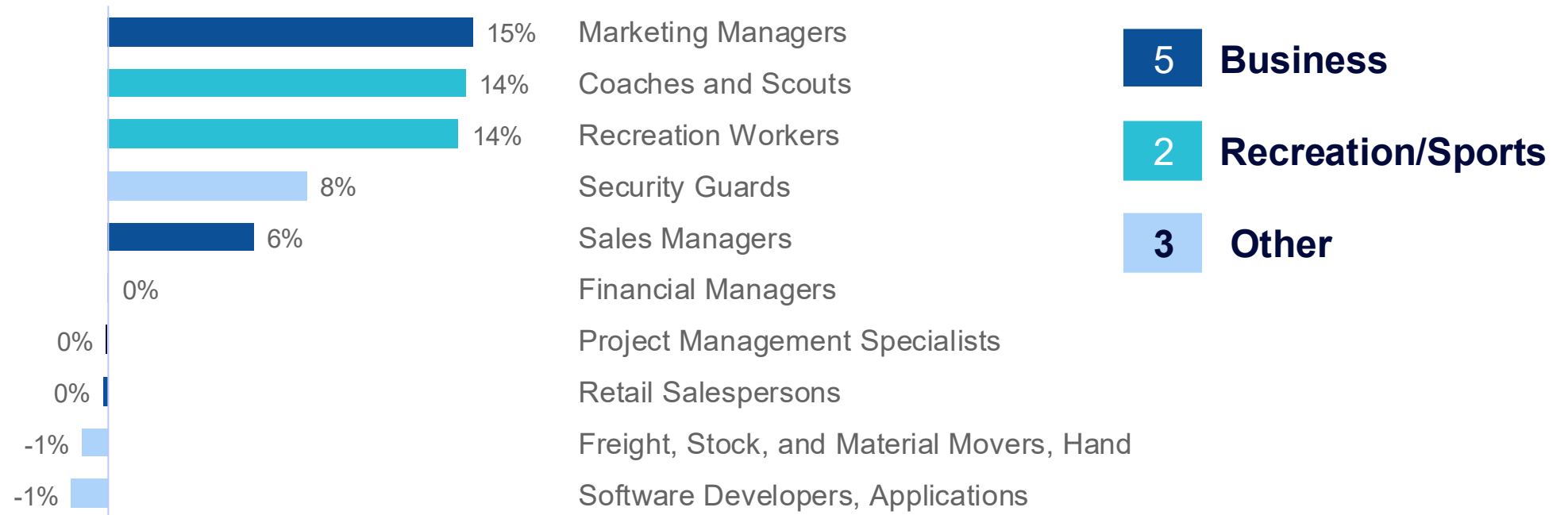
In 2025, job postings fell 8% year-over-year; in December, they fell 1%.



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

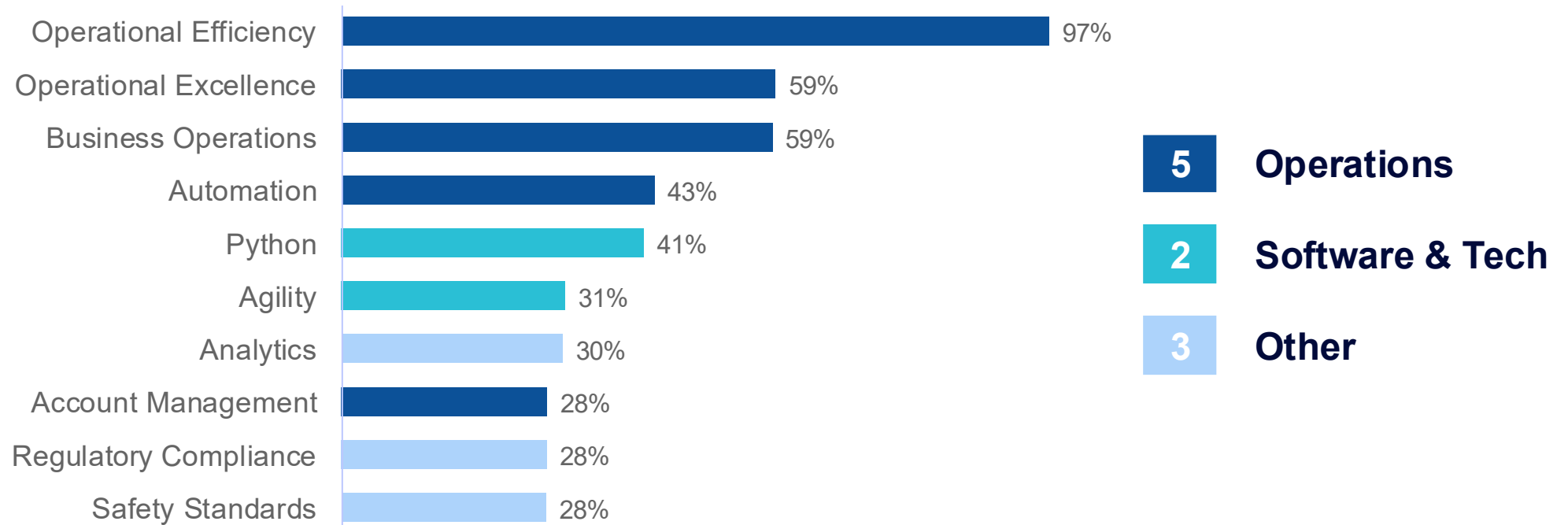


*Minimum 100,000 Postings Volume

Which skills are growing in demand in the US?

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

10 Fastest-Growing Skills Volume in Job Postings
2025 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)



Agenda

What is a Program Evaluation System?

Student Demand Indicators

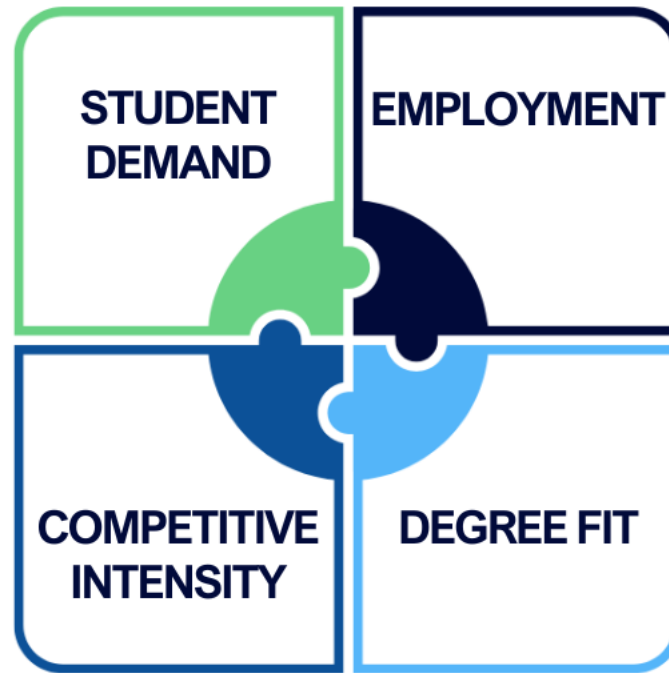
Employment: Current Indicators

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
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
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
Total Score	-20	-16	2	15	27	34	43	66



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

Student Demand			
Score	29.2	Percentile	99
Criterion	Value	Pctl	Score
<i>Size</i>	-	-	-
→ 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
<i>Growth: Year-over-year Unit Change</i>	-	-	-
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
<i>Growth: Year-over-year % Change</i>	-	-	-
→ 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
<i>Size: International Demand</i>	-	-	-
→ International Page Views (12 Months)	2,039	94	NS



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	
<i>Size: Entry Jobs</i>	-	-	-	
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	
<i>Growth: Entrv Jobs</i>	-	-	-	
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	
<i>Saturation: Entrv Jobs</i>	-	-	-	
Job Postings per Graduate	1.6	72	2.9	
BLS Job Openings per Graduate	0.9	83	0.8	
<i>Weighted-Avg BLS Wages</i>	-	-	-	
Entry 25th Percentile	62,854	77	6.2	
Post Entry Median	\$89,262	62	5.0	
Post Entrv w Associates Median		0	NS	
Post Entrv w Bachelors Median	\$85,674	69	NS	
Post Entry w Masters Median	\$119,675	87	NS	
Post Entry w Doctoral Median		0	NS	
<i>Underemployed</i>	-	-	-	
Underemployed Percent of Graduates**	41%	73	2.9	
<i>ACS Bachelor's Degree Outcomes*</i>	-	-	-	
% with Any Graduate Degree*	27%	29	NS	
% with Masters*	25%	48	NS	
% with Doct 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.

Source: Gray DI's PES Markets

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

Program: 52.0203 Logistics, Materials, and Supply Chain Mgmt

Overall Score

Score 66.8Percentile 9898

Student Demand

Score 29.2Percentile 9999

Criterion	Value	Pctl	Score
Size	-	-	-
Google Search Volume (12 Months)*	1,220,645	94	5.6
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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

Award Level: Bachelors

Market: National

Rubric: On-ground

A program that prepares individuals to manage and coordinate all logistical functions in an enterprise, ranging from acquisitions to receiving and handling, through internal allocation of resources to operations units, to the handling and delivery of output. Includes instruction in acquisitions and purchasing, inventory control, storage and handling, just-in-time manufacturing, logistics planning, shipping and delivery management, transportation, quality control, resource estimation and allocation, and budgeting.

Employment

Score 27.0Percentile 9292

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
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Saturation: Entrv Jobs	-	-	-
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Competitive Intensity

Score 10.7Percentile 8585

Criterion	Value	Pctl	Score
Volume of In-Market Competition	-	-	-
Campuses with Graduates**	161	6	NS
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Cost Benchmarking National

ValuePctl

Average Cost per SCH Index**0.8178

Median Cost per SCH Index**0.9364

Footnotes

* - Google search do not filter by award level.
** - Percentiles are displayed in reverse (100% minus the percentile).
Pctl - Percentile
ACS - American Community Survey.
NS - Not scored in Rubrics (Value=0)
Definitions - Hover over the criterion row to view the data definition.

Agenda

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Student Demand Indicators

Employment: Current Indicators

Program of the Month

Summary



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

