



Demand for Higher Education Programs

May 28th, 2026

Agenda

What is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

Program of the Month

News From the Front

Summary



Program Evaluation System Overview



Agenda

What is a Program Evaluation System?

Student Demand Indicators: Google Keyword Search

Employment: Current Indicators

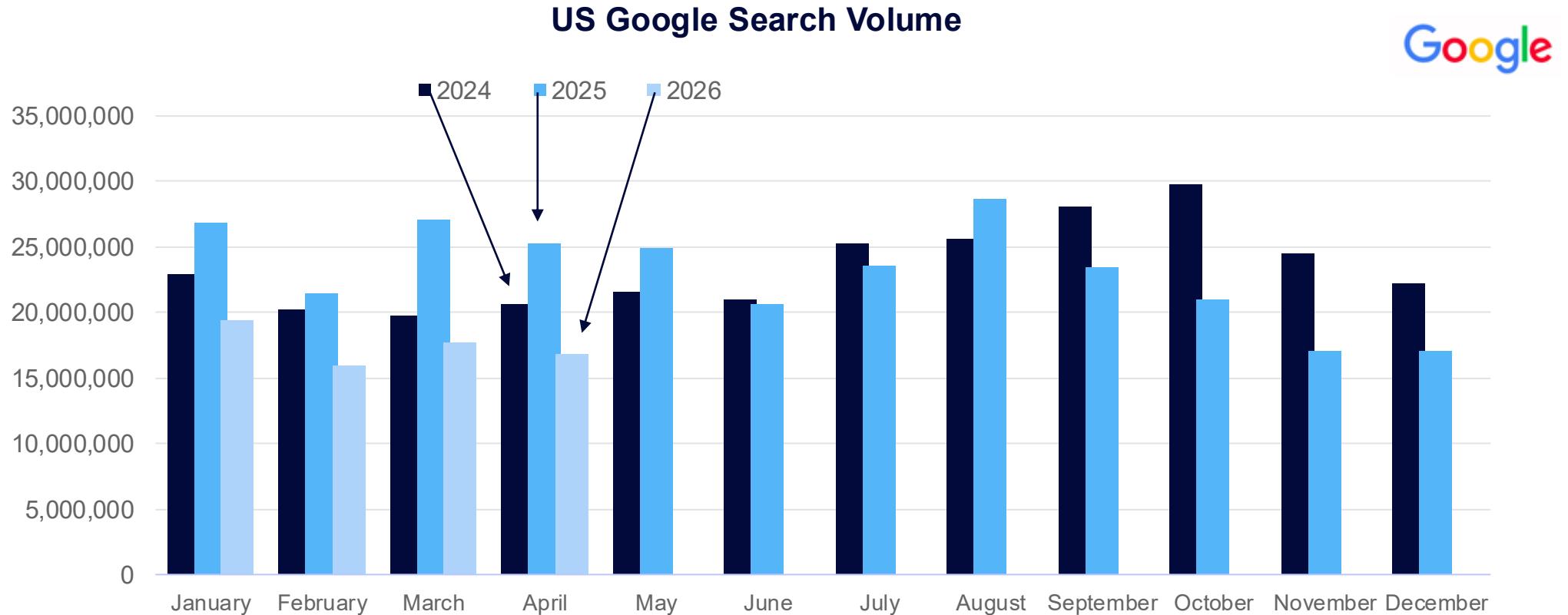
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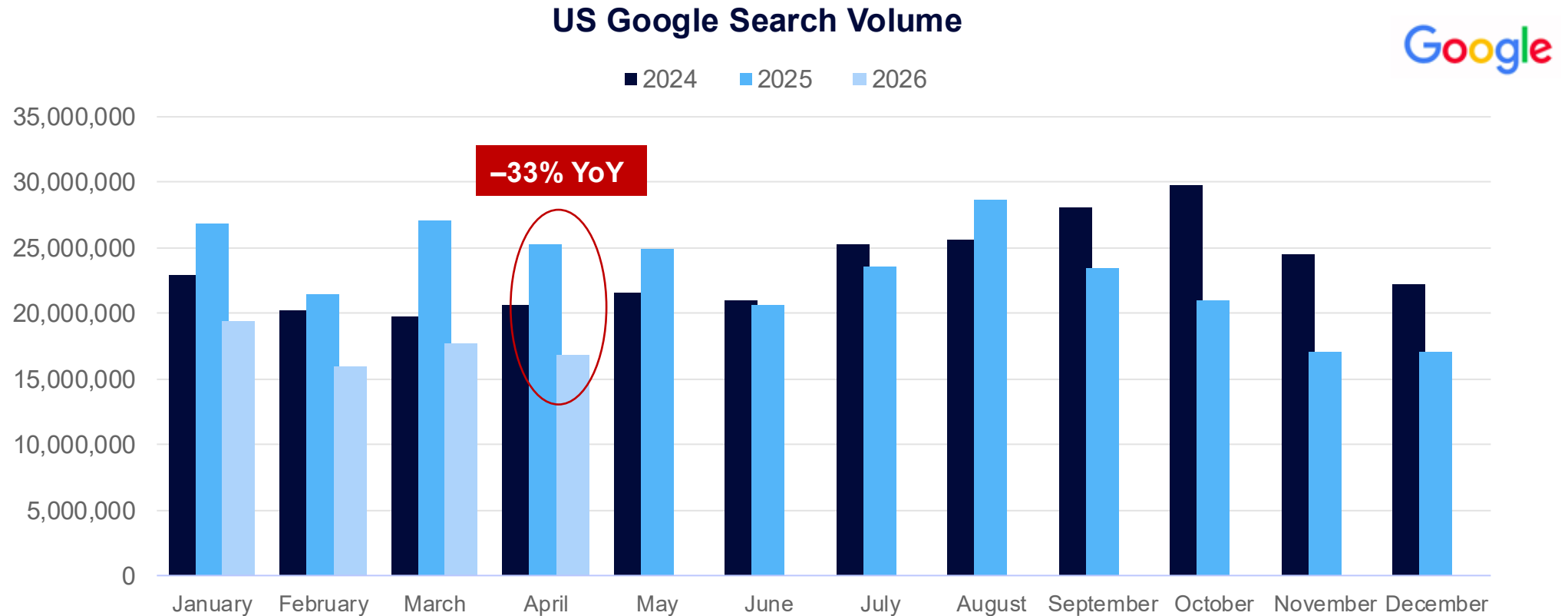
Google Search Trends: Programs

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



Google Search Trends: Programs

In April, Google searches fell 33% year over year.

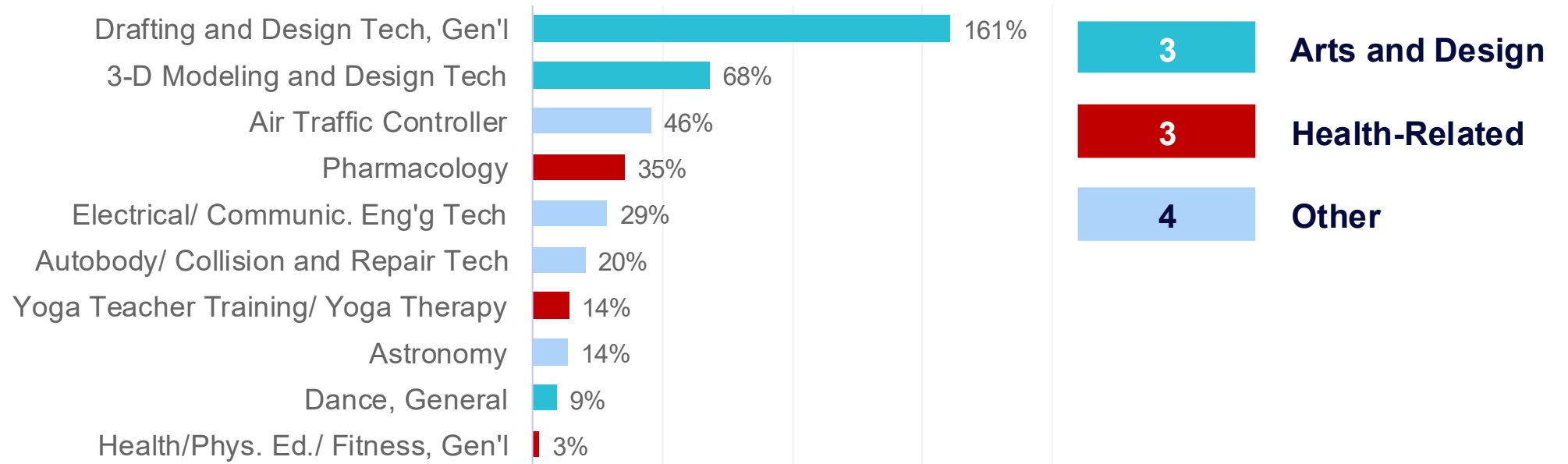


Academic Programs with Fastest-Growing US Search Volumes



In April, searches for Drafting and Design Tech programs grew 161% year over year.

Fastest-Growing Google Searches*
April Year over Year



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What is a Program Evaluation System?

Student Demand Indicators: New Student Enrollment

Employment: Current Indicators

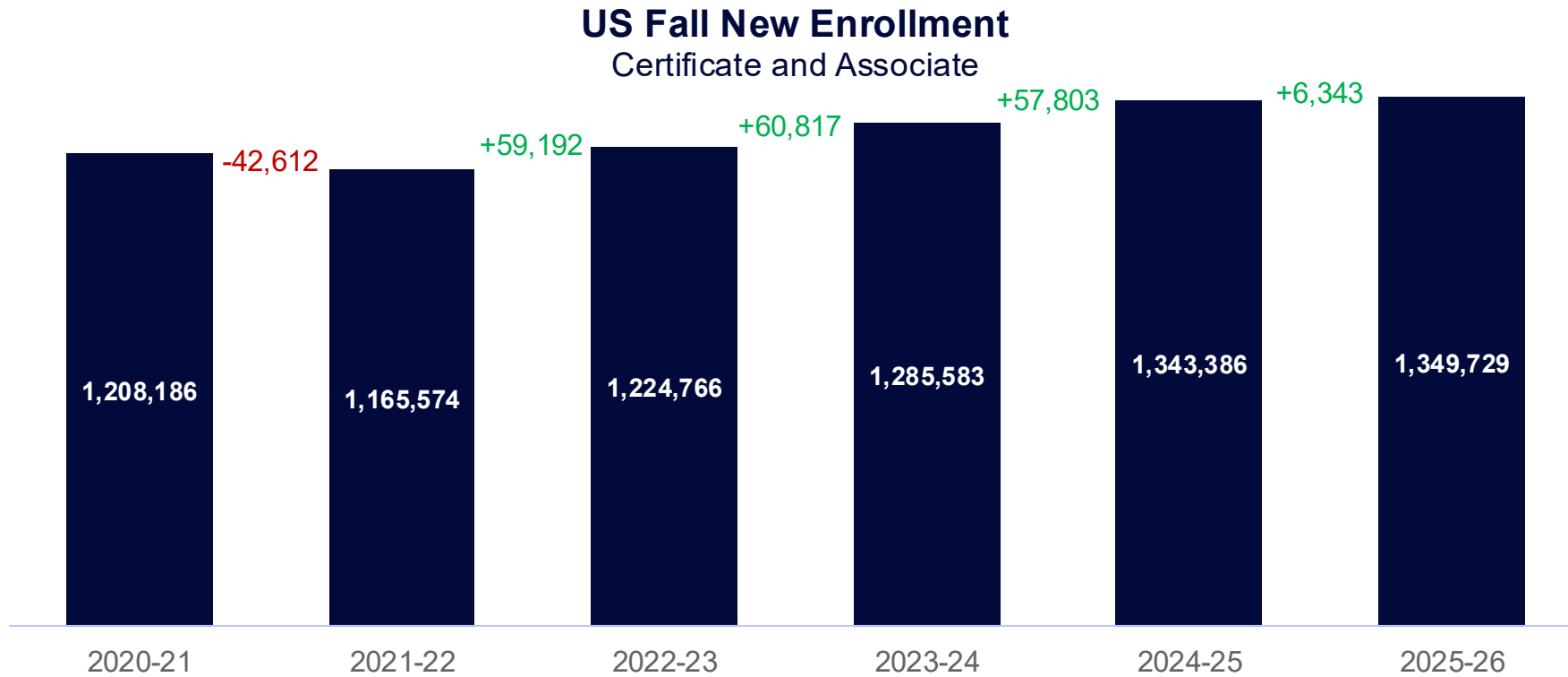
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Fall New Student Enrollment: Community Colleges

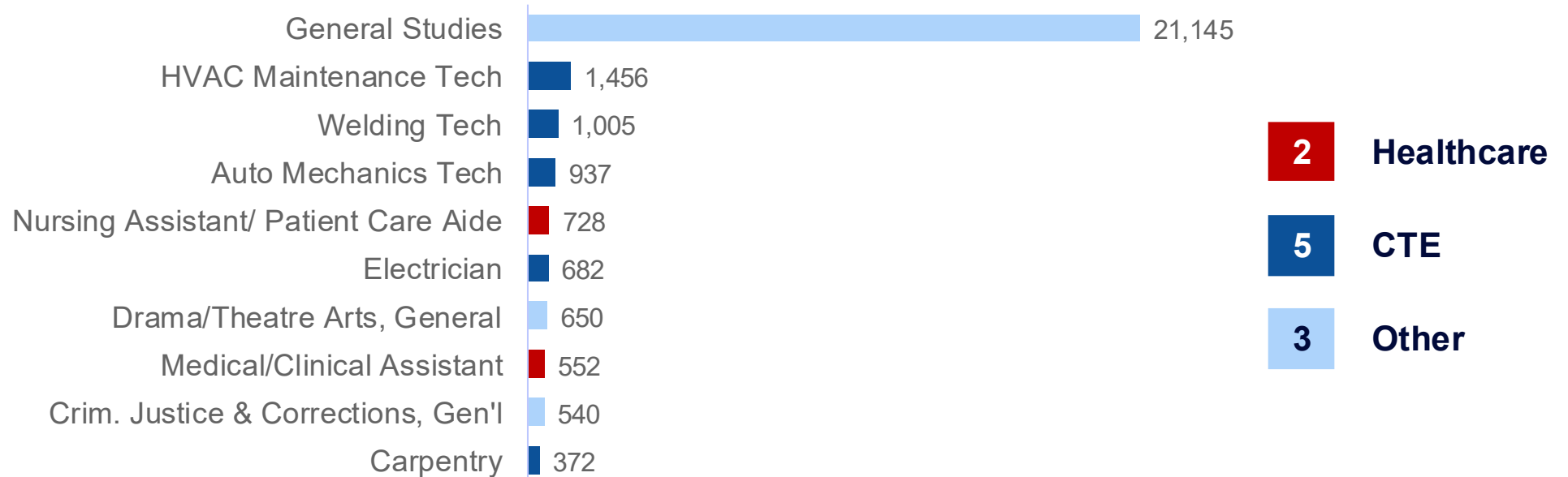
In Fall 2025, new enrollment at the associate and certificate levels rose by 6,343 students year over year.



Certificate Fall New Enrollment Year-over-Year Unit Change

In Fall 2025, General Studies new enrollment grew by 21,145 students year over year.

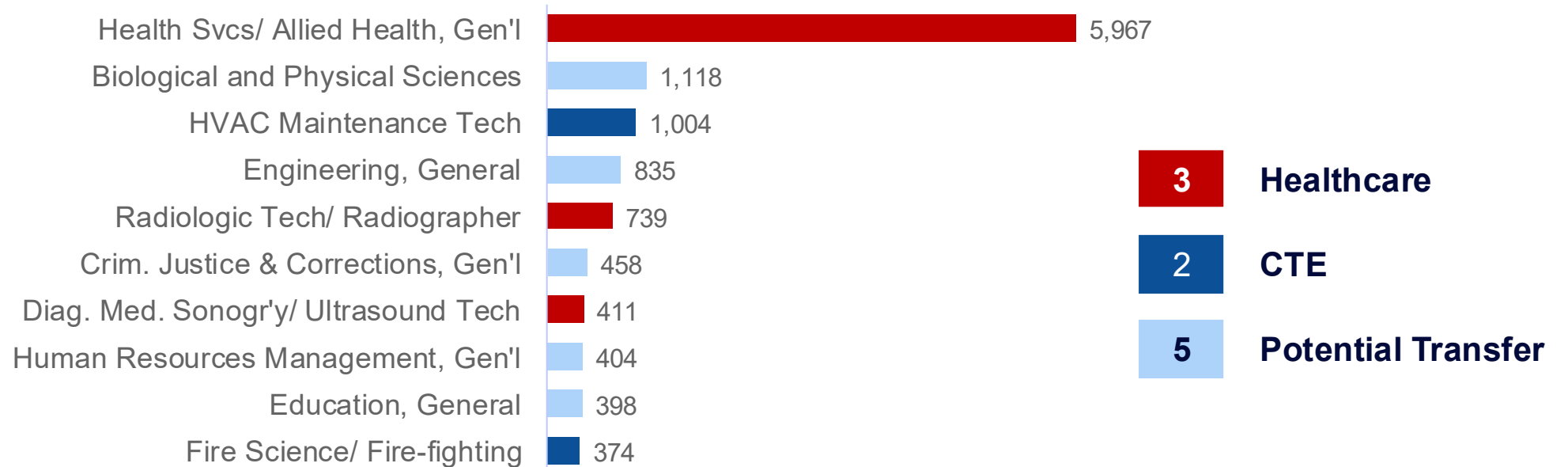
US Fastest-Growing Fall New Enrollment Certificate Programs Unit Change



Associate Fall New Enrollment Year-over-Year Unit Change

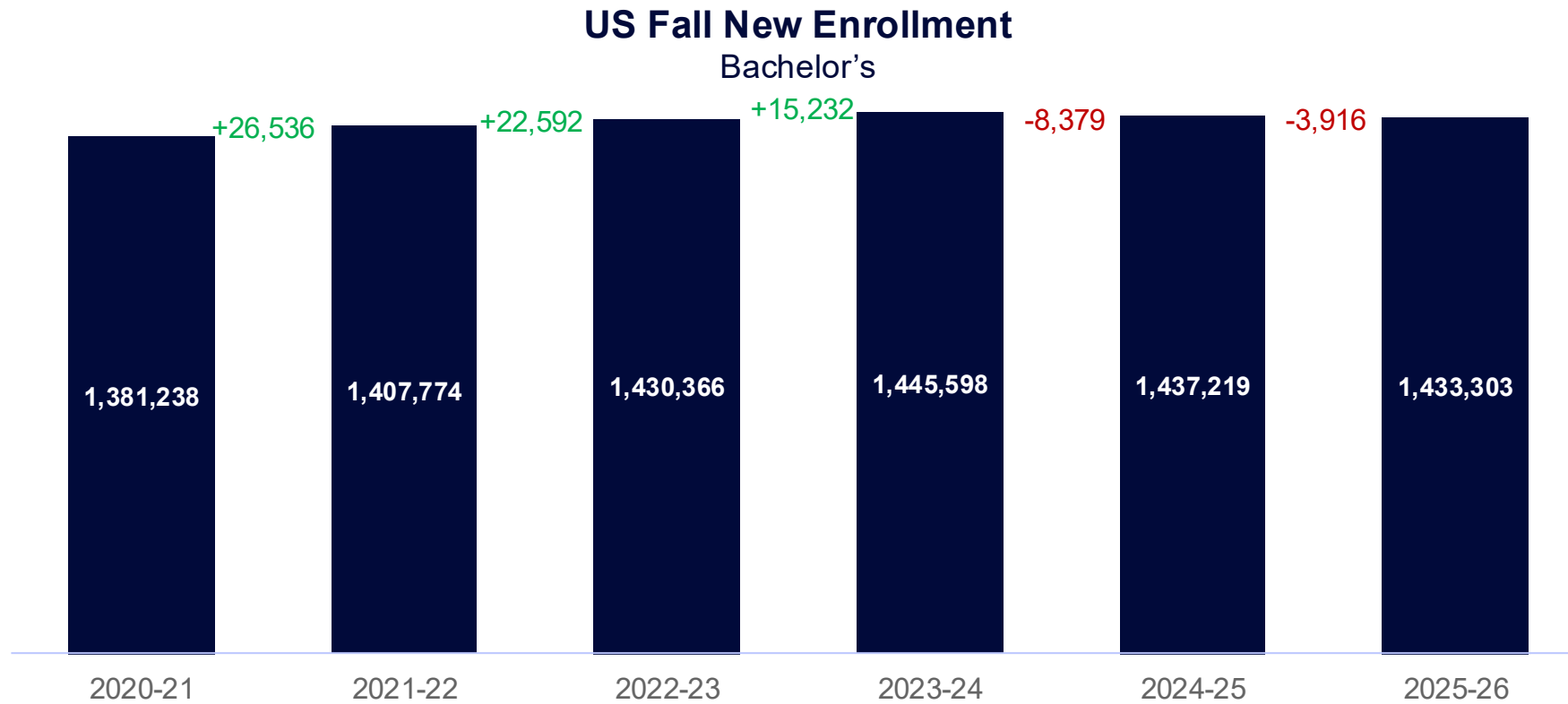
In Fall 2025, Allied Health grew by almost 6,000 students.

US Fastest-Growing Fall New Enrollment Associate Programs Unit Change



Fall New Student Enrollment: Bachelor's

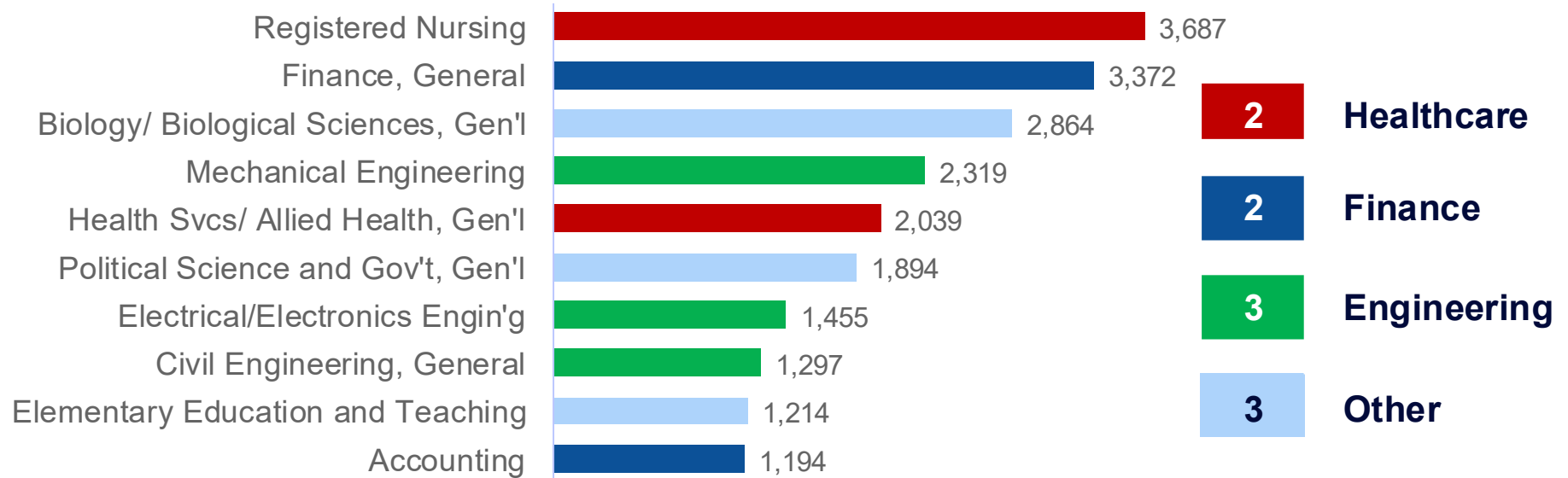
In Fall 2025, new enrollment at the bachelor's level fell by more than 3,900 students year over year.



Bachelor's Fall New Enrollment Year-over-Year Unit Change

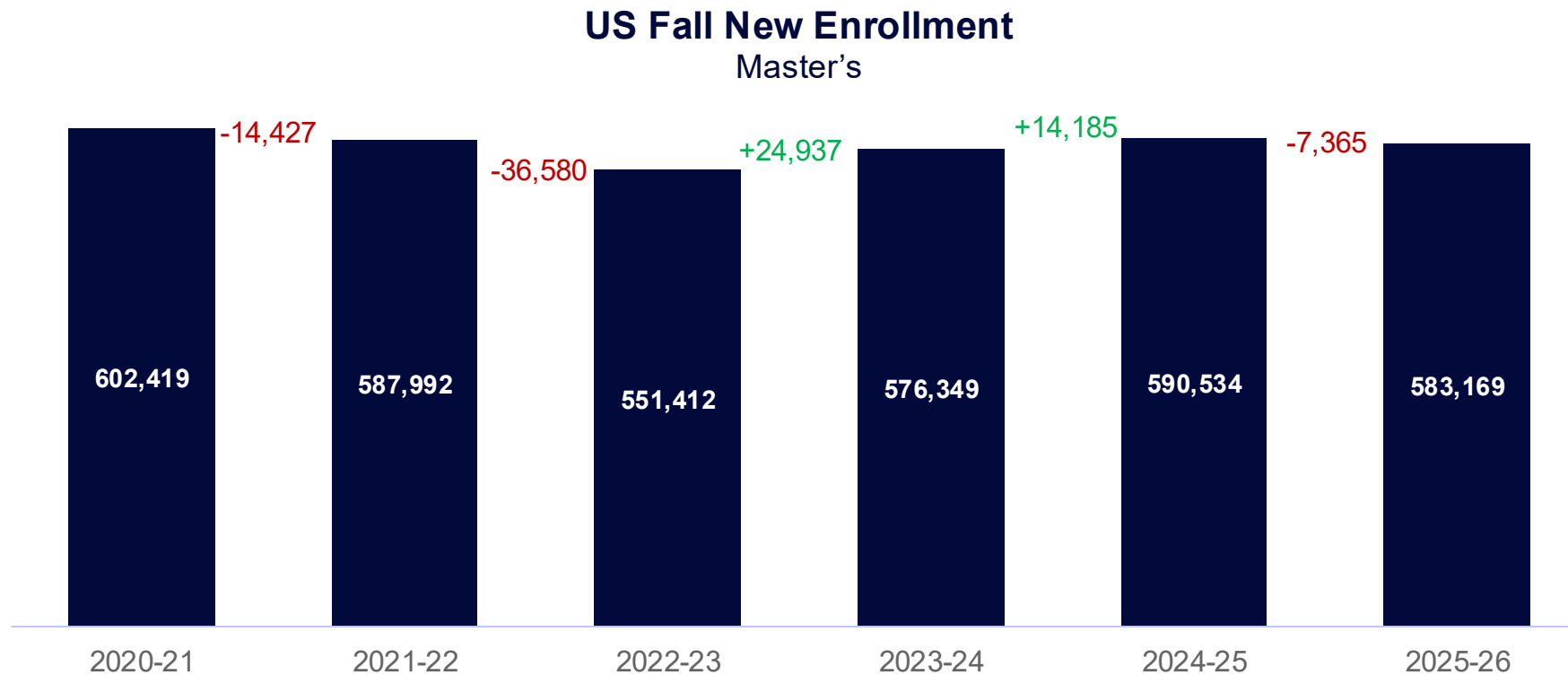
In Fall 2025, Registered Nursing new enrollment grew by 3,687 students year over year.

US Fastest-Growing Fall New Enrollment Bachelor's Programs Unit Change



Fall New Student Enrollment: Master's

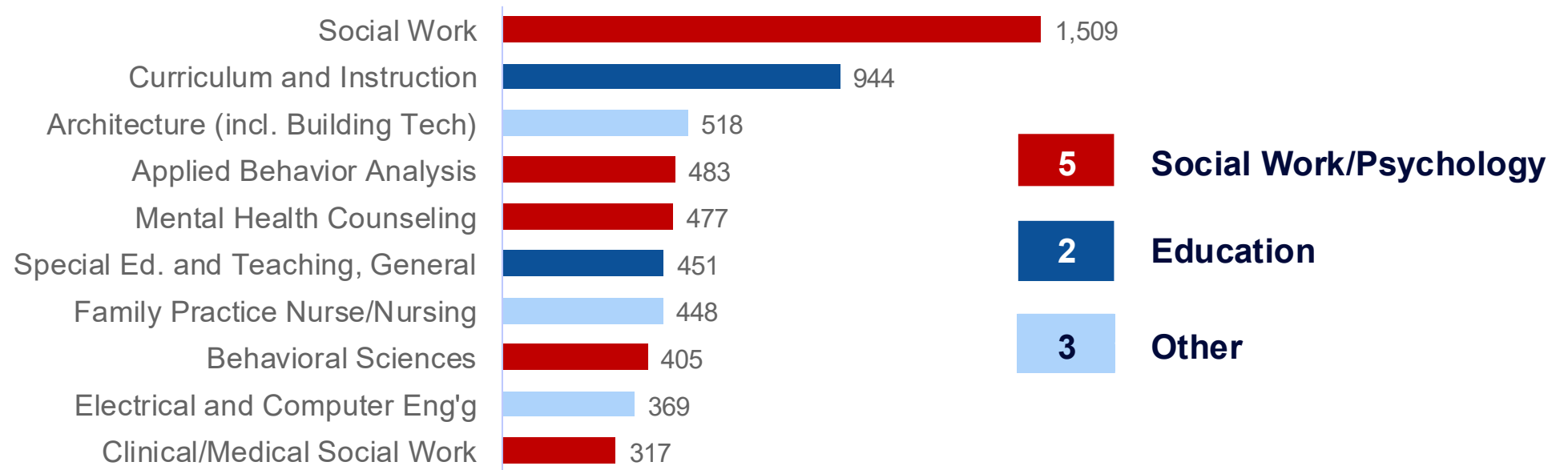
In Fall 2025, new enrollment at the master's level fell 7,365 students year over year.



Master's Fall New Enrollment Year-over-Year Unit Change

At the master's level, Social Work increased by over 1,500 students year over year.

US Fastest-Growing Fall New Enrollment
Master's Programs Unit Change



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Student Demand Indicators: International Demand

Employment: Current Indicators

Program of the Month

News From the Front

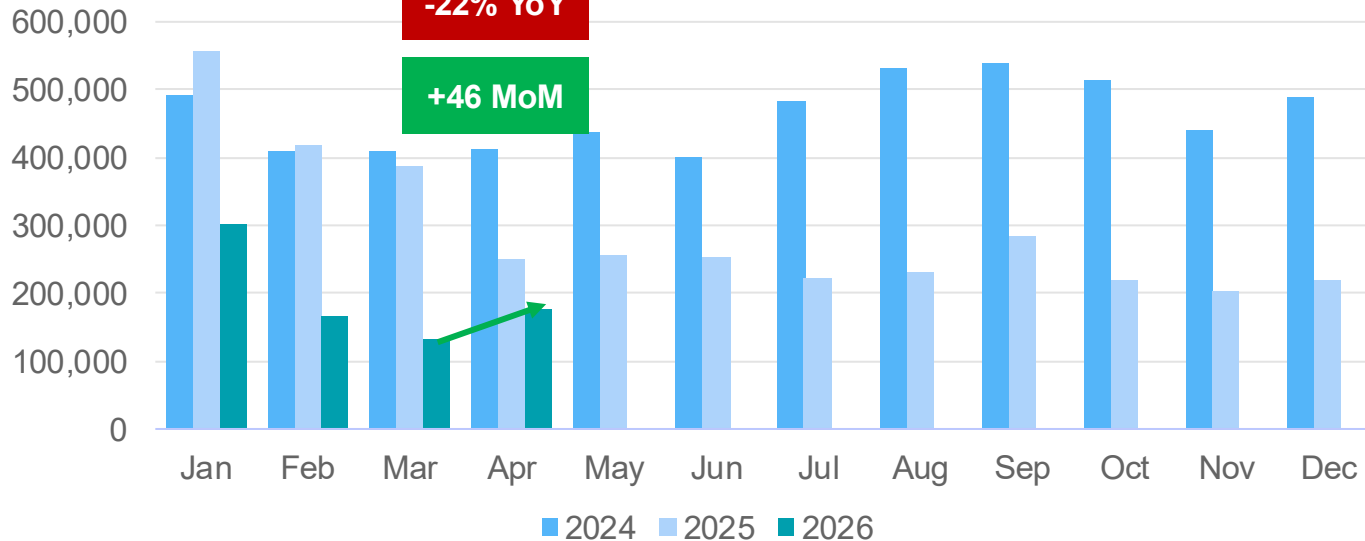
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International Student Demand

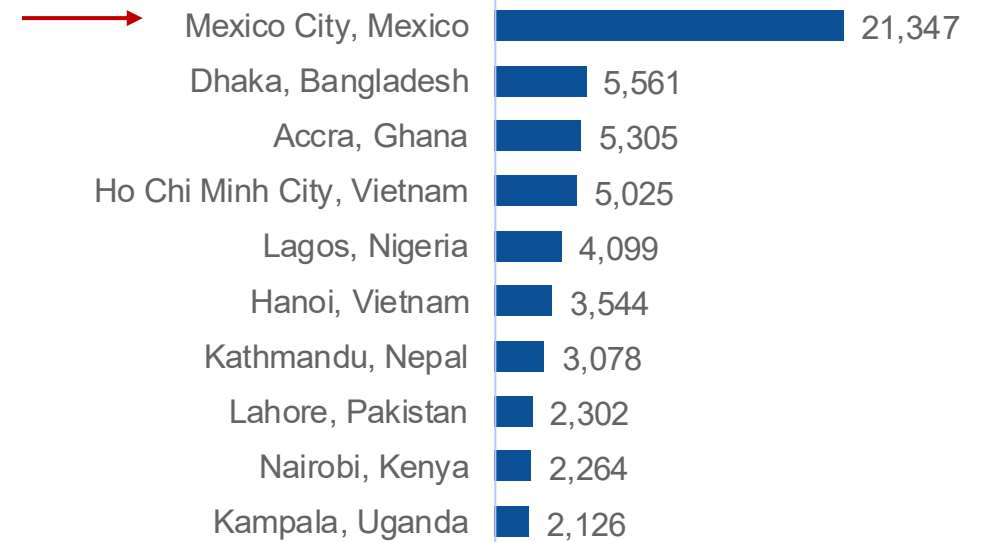
In April 2025, international student interest in US programs fell by 22% year over year.*

- Month-over-month growth was 46%. However, in April, Mexico had a large surge in volume.

International Page Views**
2024 - 2026



Highest Page Views, Origin Cities
April 2025



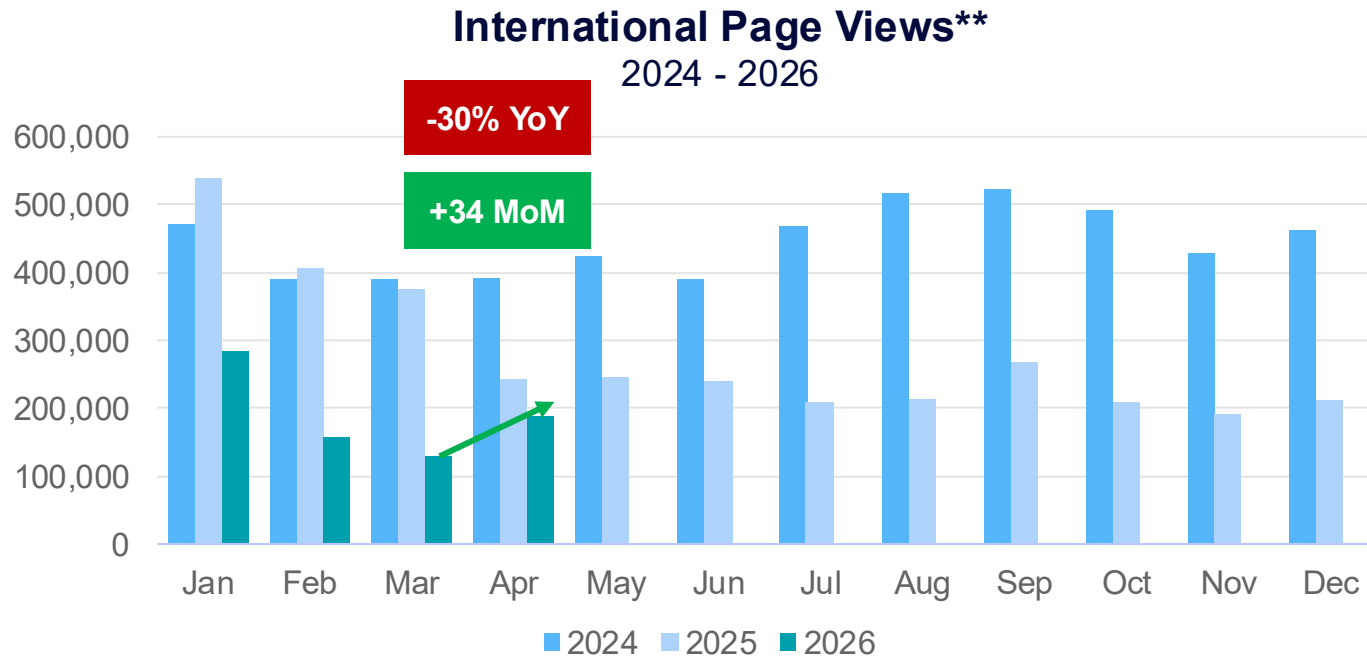
**We exclude China for YoY calculations, because we did not have data for China in 2024

*Bachelor's, Master's, PhD only

International Student Demand: Excluding Mexico, news is still good.

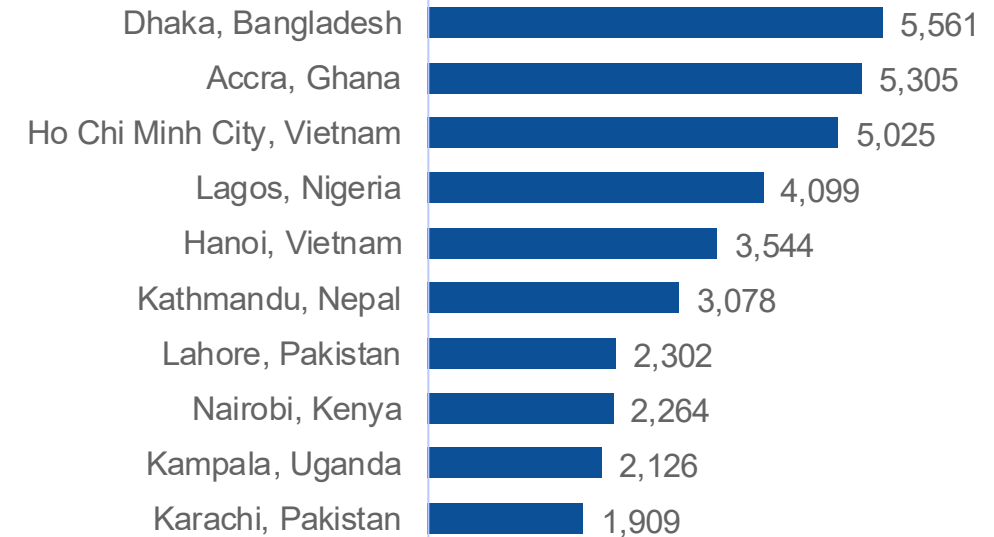
In April 2025, international student interest in US programs fell by 30% year-over-year.*

- Month-over-month growth was 34%.



Highest Page Views, Origin Cities

April 2025



*Bachelor's, Master's, PhD only

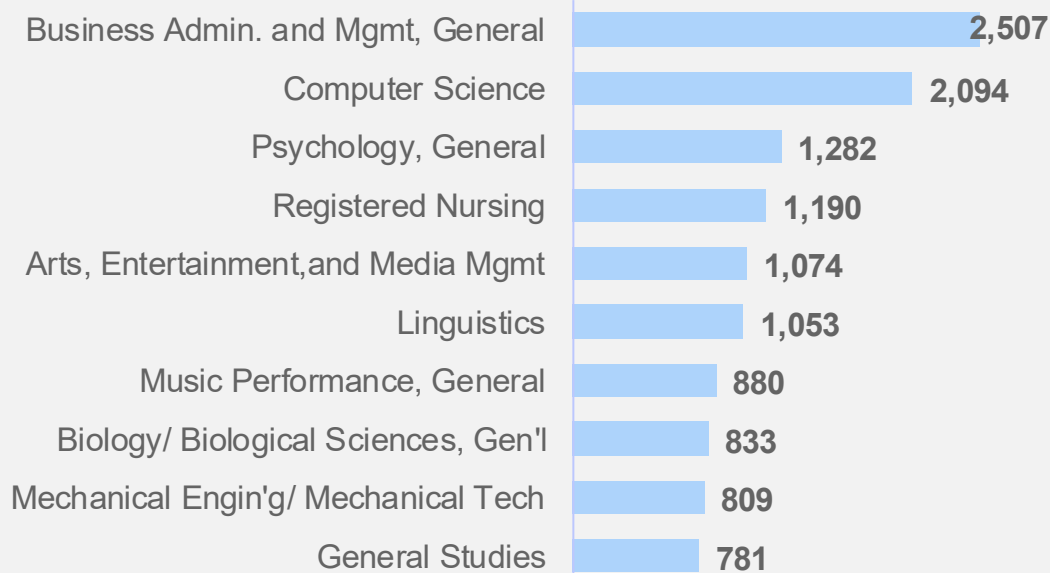
**We exclude China for YoY calculations, because we did not have data for China in 2024

International Page Views: April's Largest Page View Volume by Program*

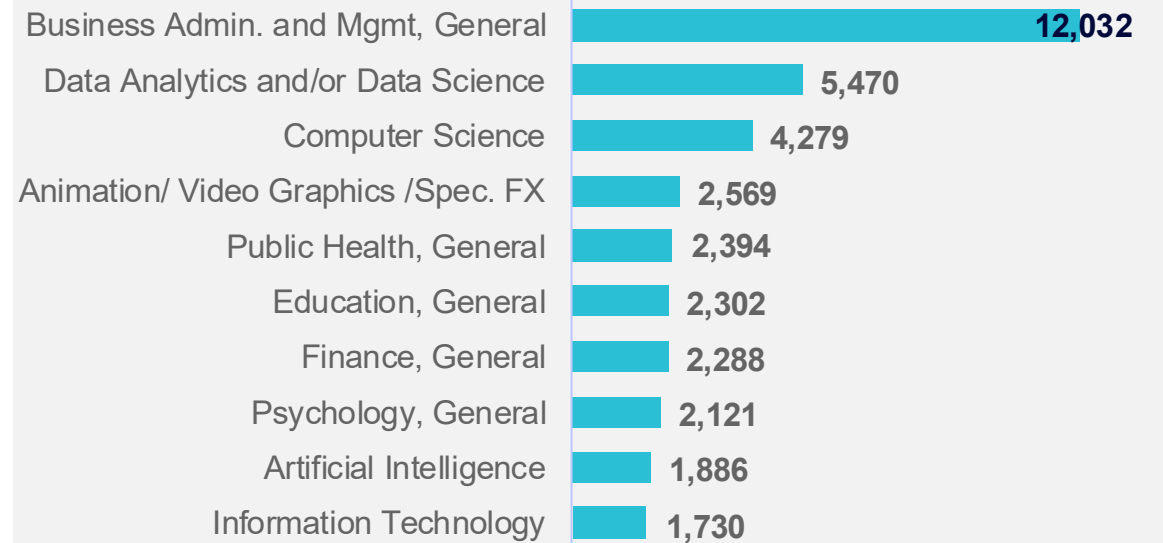
Bachelor's: Business had the highest volume.

Master's and PhD: Business also had the highest volume.

Highest Page View Volume, Bachelor's April 2026



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



*Includes Mexico

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What is a Program Evaluation System?

Student Demand Indicators: Coursera

Employment: Current Indicators

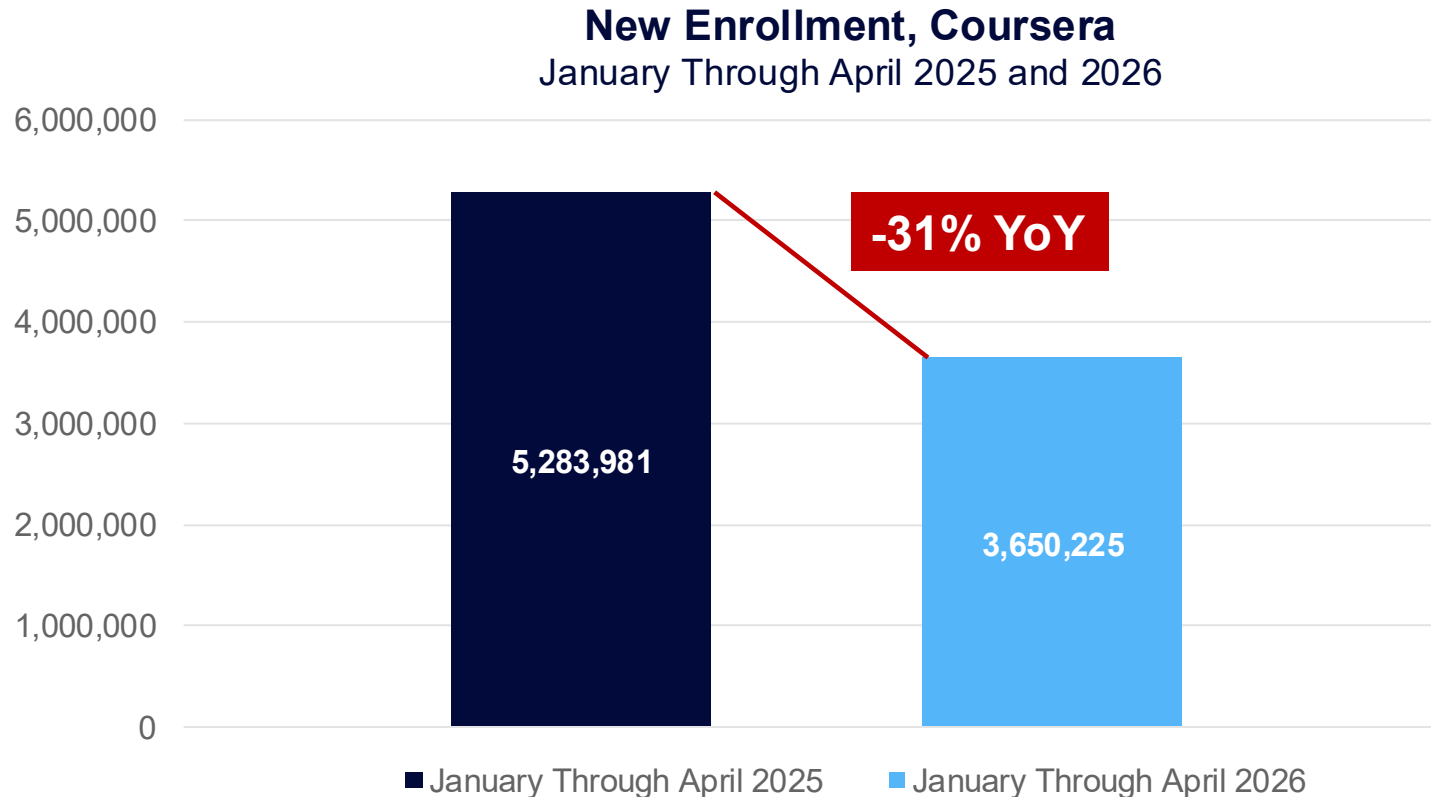
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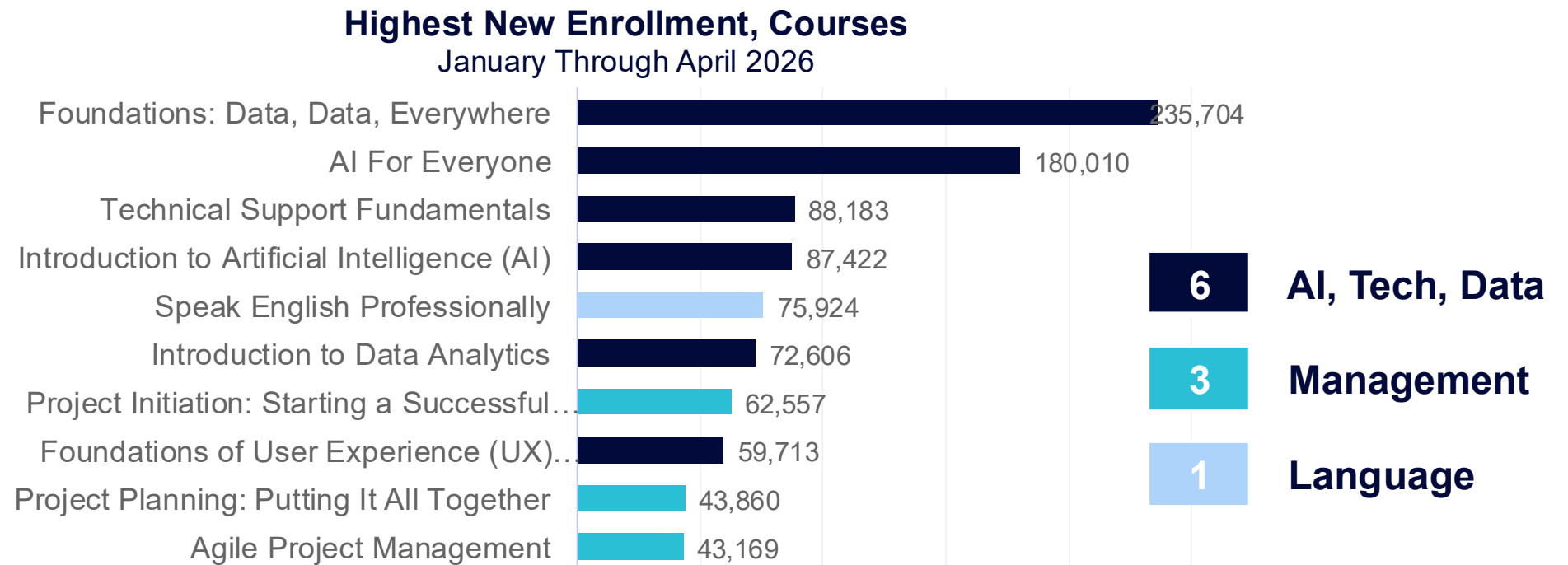
From inception in 2012 through April 2026, Coursera has had 154.8 million learners.

Recently, the growth rate has slowed down.



Non-Degree Demand: Coursera

From January through April in 2026, Foundations: Data, Data, Everywhere was the largest course.



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Student Demand Indicators

Employment: Current Indicators

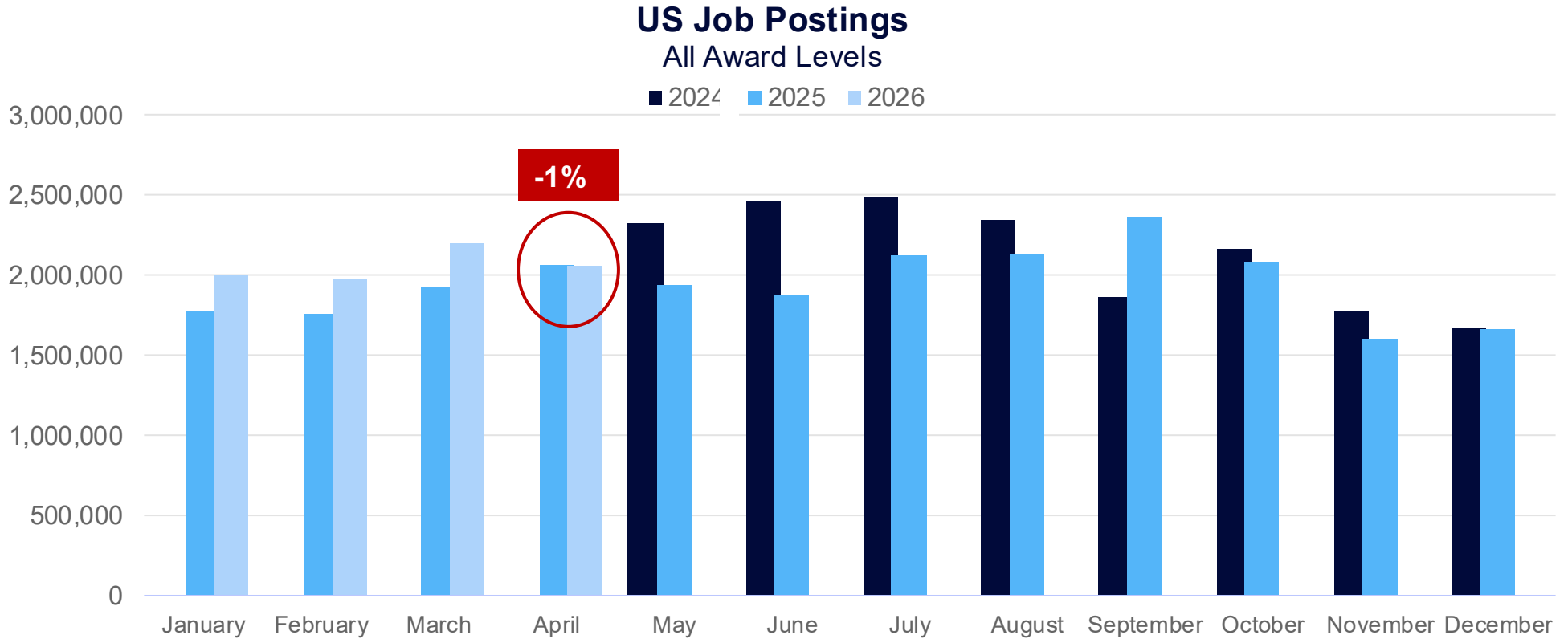
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US Job Postings Trends

In April, job postings fell 1% year-over-year.

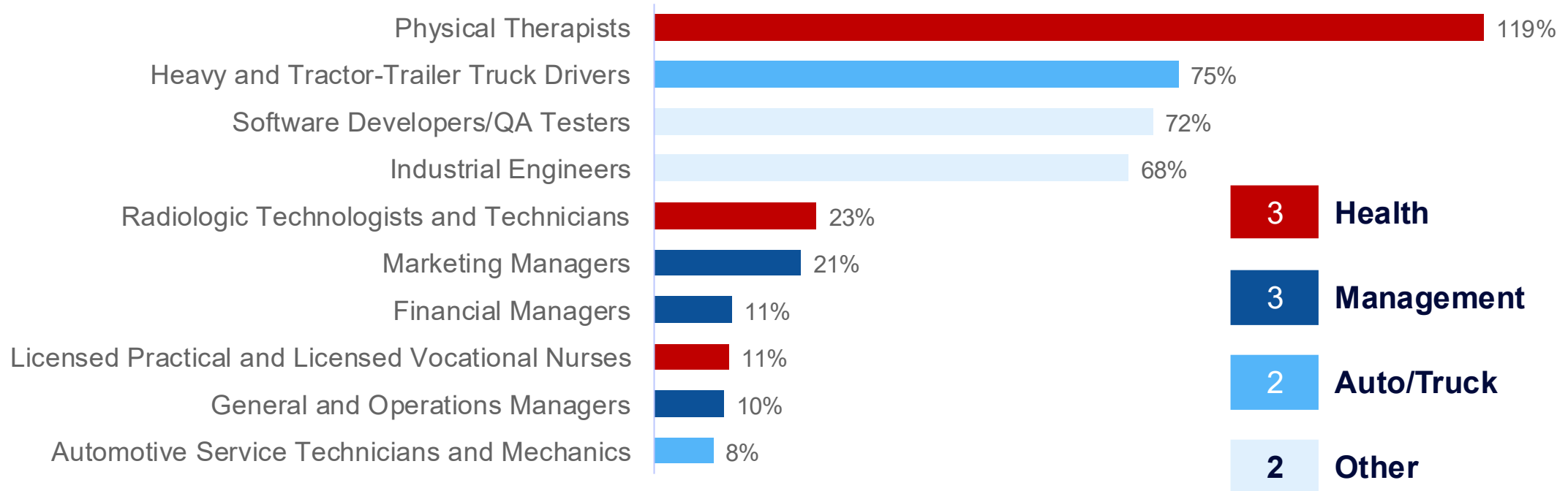


Source: Gray DI's PES Job Postings Dashboard

Fastest-Growing Job Postings Year-over-Year

Fastest-Growing Job Postings by Occupation*

April 2026



*Minimum 8,000 postings volume
Excludes unskilled labor

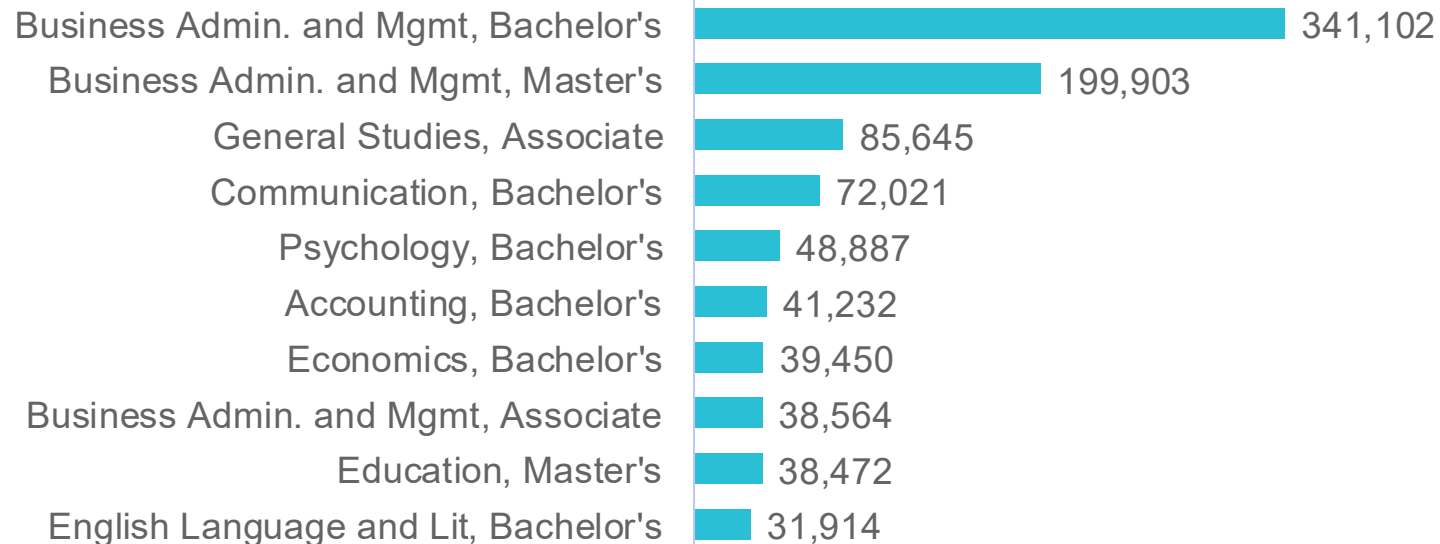
Alumni Career Paths: Who become General and Operations Managers?

Gray DI has alumni data on over 30 million college graduates.

- Based on 1,785,847 profiles of college graduates who became General and Operations Managers, here are the top 10 degrees they earned.

Largest Volume Individual Profiles by College Major

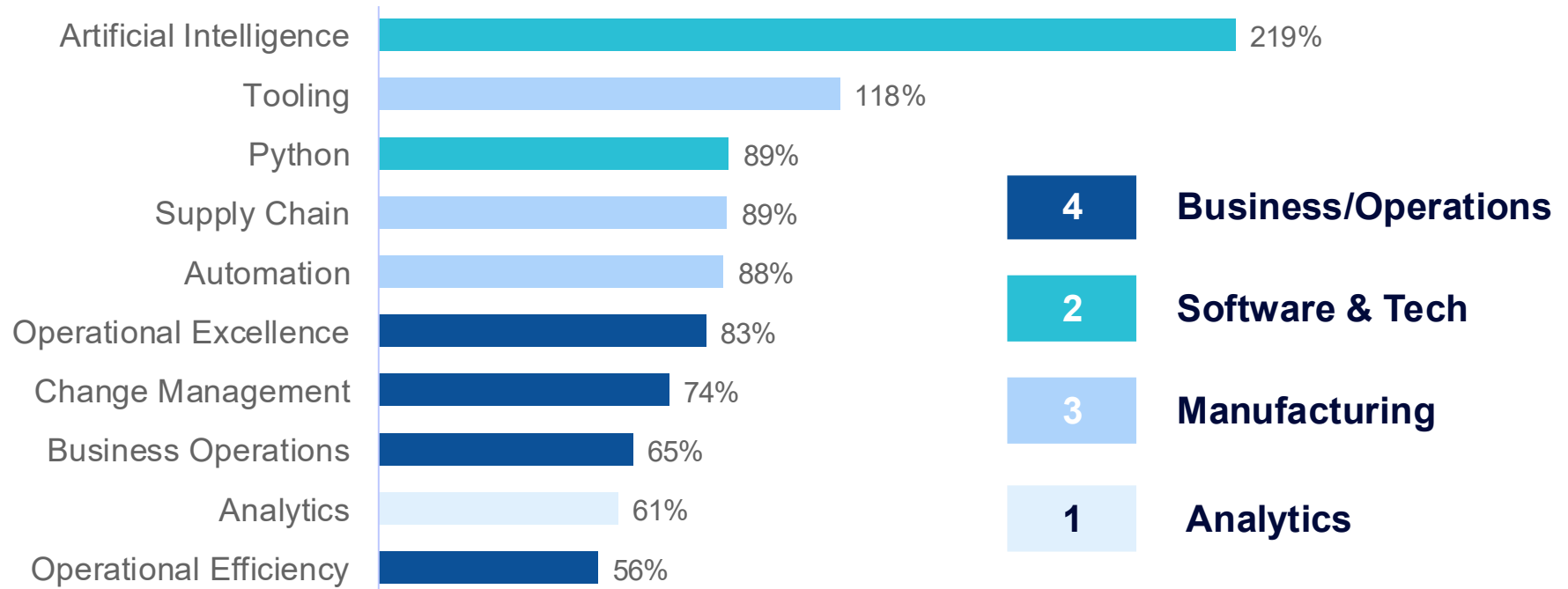
General and Operations Managers Occupation



Which skills are growing in demand in the US?

In April, demand for AI skills saw the highest year-over-year growth.

10 Fastest-Growing Skills Volume in Job Postings*
April 2026 Year over Year



* Minimum 20,000 Skills

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Let's look at market demand for a Master's in Psychiatric Nursing

US Master's Programs

Program	Total Percentile	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
14.0801 Civil Engineering, General	98	96	95	93
14.9999 Engineering, Other	98	99	95	78
45.0601 Economics (incl. Quant Econ and Econometrics)	98	96	91	98
14.1901 Mechanical Engineering	98	97	94	95
51.3810 Psychiatric/Mental Health Nurse/Nursing	98	95	99	74
14.3501 Industrial Engineering	98	94	98	92
51.3807 Nurse Midwife/Nursing Midwifery	98	88	99	96
11.0102 Artificial Intelligence	98	99	94	89
11.1003 Cyber Security/ Info. Assurance	98	99	95	78
11.0401 Information Science/ Studies	97	95	78	99

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

Student Demand

Psychiatric Nursing scores in the 95th percentile for Student Demand.

- Size metrics are mixed.
 - Google searches are in the 38th percentile.
 - New student enrollment is in the 95th percentile.
 - Overall completions are in the 93rd percentile.
 - Online completions are stronger.
- Growth metrics are fair with a small base.
 - Google rose 16% year over year.
 - New student enrollment rose 17%.
 - Completions rose 34%.

Source: Gray DI's PES Markets

Student Demand			
Score	26.2	Percentile	95
			95
Criterion	Value	Pctl	Score
<u>Size</u>	-	-	-
→ Google Search Volume (12 Months)*	21,030	38	2.3
→ New Student Enrollment Volume (12 Mo.)	3,386	95	5.7
On ground Completions at In Market Institutions	740	91	5.5
Online Completions by In Market Students	1,036	96	NS
→ Sum of On ground and Online Completions	1,776	93	5.6
<u>Growth: Year-over-year Unit Change</u>	-	-	-
Google Search YoY Change (Units)*	2,860	59	NS
New Student Enrollment Vol. YoY Change (Units)	482	98	2.0
Completion Volume YoY Change (Units)	453	99	2.0
<u>Growth: Year-over-year % Change</u>	-	-	-
→ Google Search YoY Change (%)*	16%	65	NS
→ New Student Enrollment Vol. YoY Change (%)	17%	75	1.5
→ Completion Volume YoY Change (%)	34%	87	1.7
<u>Size: International Demand</u>	-	-	-
International Page Views (12 Months)	0	0	NS

Employment Opportunities

Psychiatric Nursing scores in the 99th percentile for Employment.

- Entry-level job postings are strong: 95th percentile.
- Year over year growth is positive.
 - Entry-level jobs rose 5% year over year.
 - They rose 3% on average, last three years.
- Job postings per graduate are healthy: 2.4
- Wages at the master's level are strong.
 - Entry-level wages are in the 97th percentile.
 - Post-entry median with a master's is in the 86th percentile.
- Only 10% of graduates are underemployed – 98th percentile.

Employment		99		
Score	32.9	Percentile	99	
Criterion	Value	Pctl	Score	
<u>Size: Entry Jobs</u>				
Job Postings Total (12 Months)	4,254	95	3.8	→
BLS Current Employment	17,386	93	0.9	→
BLS Annual Job Openings	1,390	93	0.9	→
<u>Growth: Entry Jobs</u>				
BLS 1 Year Historical Growth	5%	96	1.9	→
BLS 3 Year Historic Growth (CAGR)	5%	67	1.3	→
BLS 10 Year Future Growth (CAGR)	2.0%	99	1.0	
<u>Saturation: Entry Jobs</u>				
Job Postings per Graduate	2.4	88	3.5	→
BLS Job Openings per Graduate	0.8	70	0.7	
<u>Weighted-Avg BLS Wages</u>				
Entry 25th Percentile	\$102,989	97	7.8	→
Post Entry Median	\$118,560	88	7.0	
Post Entry w Associates Median		0	NS	
Post Entry w Bachelors Median		0	NS	
Post Entry w Masters Median	\$117,967	86	NS	→
Post Entry w Doctoral Median	\$130,860	81	NS	
<u>Underemployed</u>				
Underemployed Percent of Graduates**	10%	98	3.9	→
<u>ACS Bachelor's Degree Outcomes*</u>				
% with Any Graduate Degree*		0	NS	
% with Masters*		0	NS	
% with Doct Prof Degree*		0	NS	
% Unemp. (Age <30)**		100	NS	
% in Direct Prep Jobs*		0	NS	

Competition for Students

Psychiatric Nursing scores in the 74th percentile for competitive intensity.

- 56 colleges offer this program.
 - In 2024, six additional campuses had completions.
- Median program size is fair (76th percentile) and was flat year over year.
- Marketing costs are very high.
- 45% of Psychiatric Nursing programs are online.
- 58% of completions are online.

Competitive Intensity		74	
Score	9.4	Percentile	74
Criterion	Value	Pctl	Score
<u>Volume of In-Market Competition</u>			
Campuses with Graduates**	56	9	NS
Campuses with Grads YoY Change (Units)**	6	2	NS
Institutions with Online In Market Students**	34	5	NS
<u>In-Market Programs</u>			
Average Program Completions	13	77	3.1
Median Program Completions	8	76	3.0
YoY Median Prog. Compl. Change (Units)	0	69	1.4
YoY Median Prog. Compl. Change (%)	0	69	1.4
<u>In-Market Saturation</u>			
Google Search * Cost per Click**	15	13	0.4
Google Competition Index**	0.6	5	0.2
<u>National Online Competition</u>			
National Online Institutions (Units)**	34	5	NS
Nat'l Online % of Institutions	45%	82	NS
Nat'l Online % of Completions	58%	82	NS

Overall Score 98

Score 68.5 Percentile 98

A program that prepares registered nurses to promote mental health and provide nursing care to patients with mental, emotional or behavioral disorders, in mental institutions or other settings. Includes instruction in psychopathology, behavioral health, counseling and intervention strategies, psychoeducation, mental health assessment and dual diagnosis, stabilization and management of psychotic illness, psychiatric care and rehabilitation, substance abuse, and crisis

Student Demand 95

Score 26.2 Percentile 95

Criterion	Value	Pctl	Score
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<u>Size: International Demand</u>	-	-	-
International Page Views (12 Months)	0	0	NS

Award Level	Enrollment %	Completions %	Completions % National
Certificate	0	0	0
Associates	0	0	0
Bachelors	0	0	0
Postbaccalaureate Certificate	1	7	7
Masters	48	41	41
Post-masters Certificate	45	47	47
Doctoral	7	5	5

Employment 99

Score 32.9 Percentile 99

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<u>Underemployed</u>	-	-	-
Underemployed Percent of Graduates**	10%	98	3.9
<u>ACS Bachelor's Degree Outcomes*</u>	-	-	-
% with Any Graduate Degree*		0	NS
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% Unemp. (Age < 30)**		100	NS
% in Direct Prep Jobs*		0	NS

Competitive Intensity 74

Score 9.4 Percentile 74

Criterion	Value	Pctl	Score
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Cost Benchmarking National	Value	Pctl
Average Cost per SCH Index**	1.26	13
Median Cost per SCH Index**	0.74	68

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.

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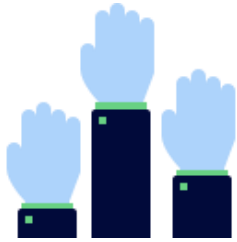
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Summary

AI and the Student Lifecycle

Enrollment



Retention



Career Prep



Job



“Institutions that have not yet developed coherent AI policies or incorporated the technology into their instructional frameworks are increasingly out of step with the students they serve.”

What are some of the barriers to AI adoption?

A recent survey of over 1,050 US faculty revealed some top concerns about AI.

90%

The use of AI will diminish students' critical thinking

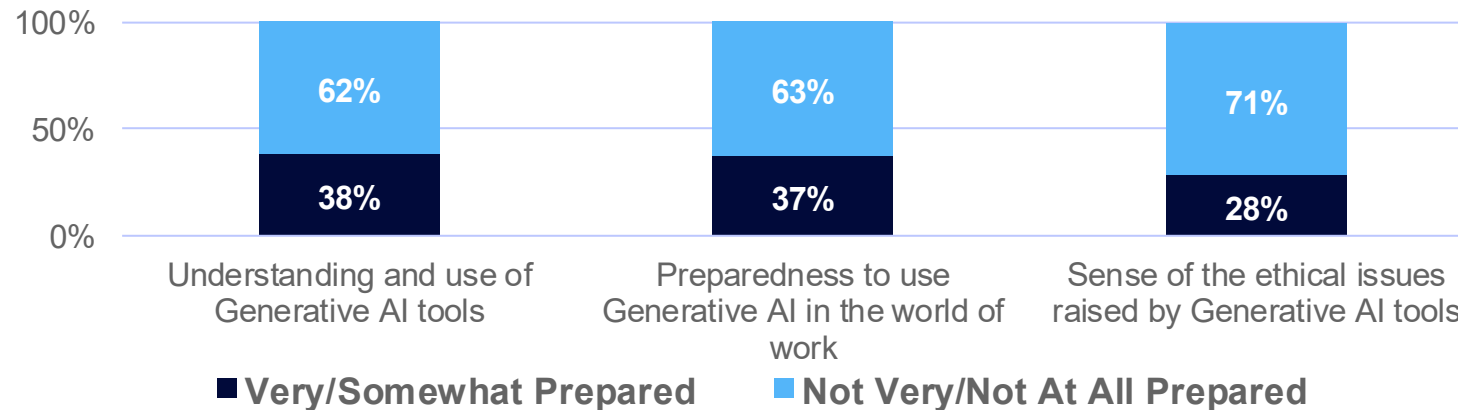
78%

Cheating has increased since widespread availability

33%

AI has diminished routine work faculty face

Percent Graduates Prepared for an AI Workplace
Based on Faculty Survey







How can an AI tutor save professors' time?

- It can use course material to:
 - Draft multiple-choice questions
 - Draft exam questions
 - Create scoring rubrics
 - Create case studies and simulations in minutes
- It can summarize student chats:
 - Identify topics that confuse students
 - Identify effective explanations
 - Flag students that need help, and the topics they need help with
- It can provide evidence of student learning by topic (e.g., for accreditation).
- It can use the syllabus to answer students' routine administrative questions (e.g., grading policy).

How can AI tools help students?

Based on 27,006 AI/student interactions, about 68% of student usage is between 8 PM and 12 AM.

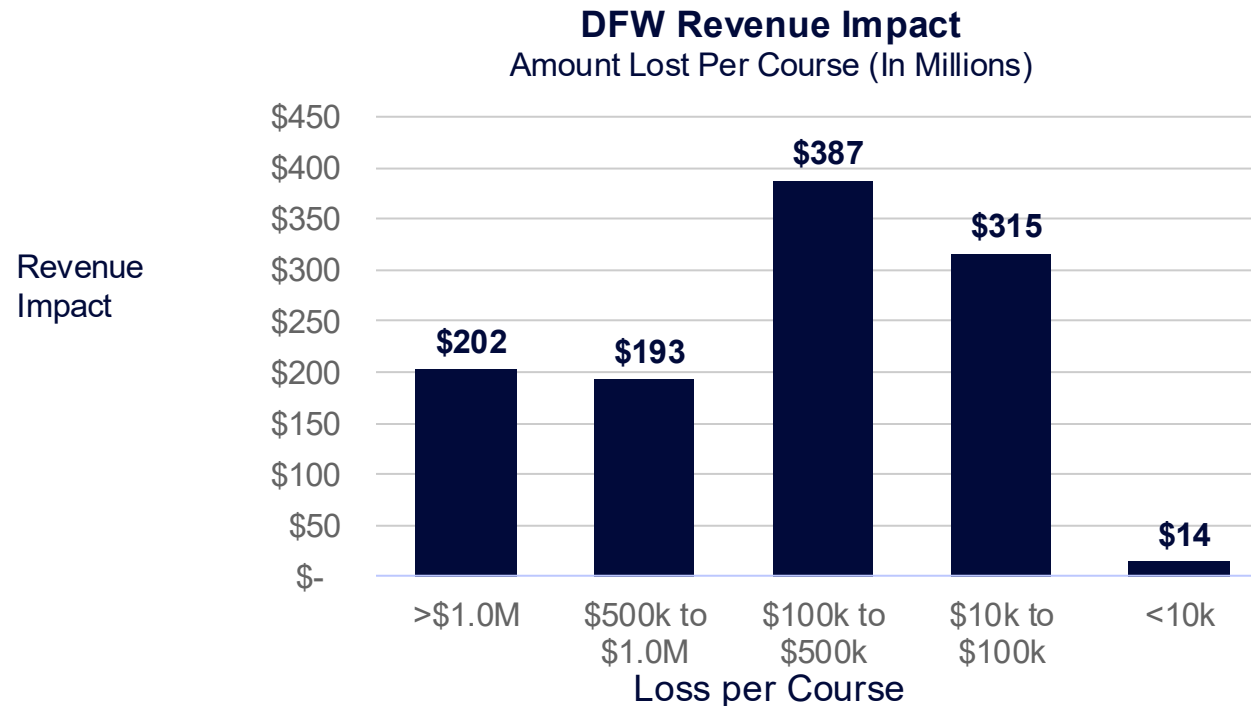
Hourly Distribution (EDT-Adjusted)

TIME WINDOW (EDT)	MESSAGES	SHARE	DISTRIBUTION
8:00 PM – Midnight	18,263	67.6%	
Midnight – 8:00 AM	5,546	20.5%	
8:00 AM – 4:00 PM	1,996	7.4%	
4:00 PM – 8:00 PM	1,202	4.5%	

- It can understand and respond to students in the language they prefer.
- It gives them experience in prompt engineering, a highly sought-after skill.
- It personalizes learning and career coaching at scale.

DFWs in 36,979 courses at 35 private colleges highlight a major opportunity.

- 0.3% of courses had losses of over \$1.0 million per year
- 25% of courses had lost revenue of \$10k to \$100k



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- In April 2026, Google searches for academic programs fell 33% year over year.
 - Drafting and Design Tech program searches increased 161%.
- In Fall 2025, new enrollment at community colleges rose 1% YoY; bachelor's was flat; master's fell 1%.
 - Certificate: General Studies had the highest year over year growth.
 - Associate and Bachelor's: Allied Health grew the most.
 - Master's: Architecture (including Building Tech)
- In April 2026, US job postings fell by 1% year over year.
 - Physical Therapist was the fastest-growing occupation.
 - There is a growing need for skills related to AI.
- Demand for a Master's in Psychiatric Nursing is strong, with a few weaker trends in this small program.
 - Underemployment is very low and wages are strong, but it's expensive to market, and median program size is small and not growing.
- A well-built AI can support your institution at every stage of the student lifecycle.
 - Students are beginning to chose to enroll at schools that use AI
 - It improves retention.
 - At scale, it helps students land good jobs.

Join us next month! <https://www.graydi.us/news-from-the-front-webinar>



 **GRAY**
DECISION INTELLIGENCE

**NEWS FROM THE FRONT:
PROFESSORS USING AI**

WEBINAR ON JUNE 17 AT 2PM ET

**What Really Happens When Students Use AI Tutors?
Hear From the Faculty Who Tried It.**

Join us for a candid conversation with faculty members who have brought AI tutors into their classrooms. They'll share how students actually used the technology, what worked, what surprised them, what challenges came up, and what they wish they had known sooner. You'll leave with practical best practices for using AI tutors in ways that support learning, protect faculty intent, and help students engage more deeply with course material.

Seats are limited. Reserve your spot today.

All participants will receive a copy of the presentation slides and the full session recording.
There is no cost to register for and attend this event.

Demand Trends Monthly Webinar

June 25th
2 PM ET

