PROPRIETARY

GRAY™
DECISION INTELLIGENCE

Demand for Higher Education Programs

April 30th, 2026

Agenda

What is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

What’s happening in tech?

Summary

Program Evaluation System Overview

Agenda

What is a Program Evaluation System?

Student Demand Indicators: Google Keywords

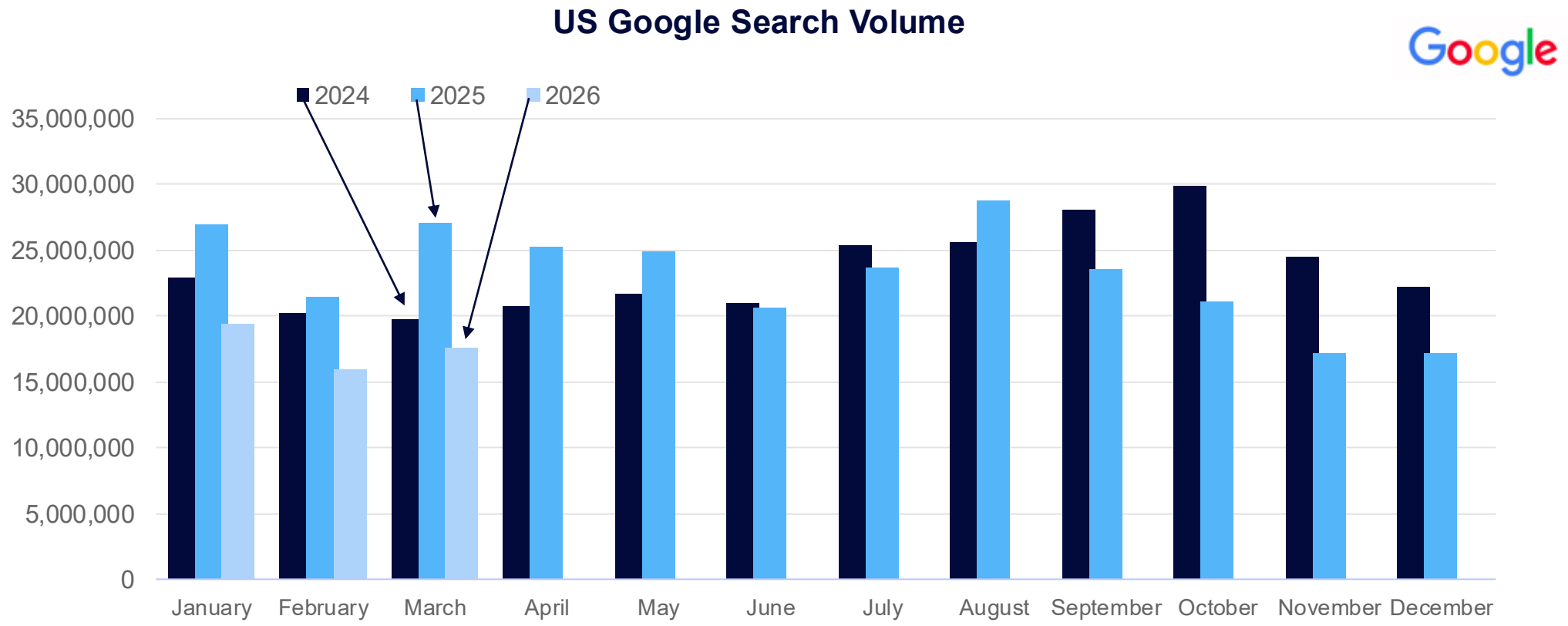
Employment: Current Indicators

What's happening in tech?

Summary

Google Search Trends: Programs

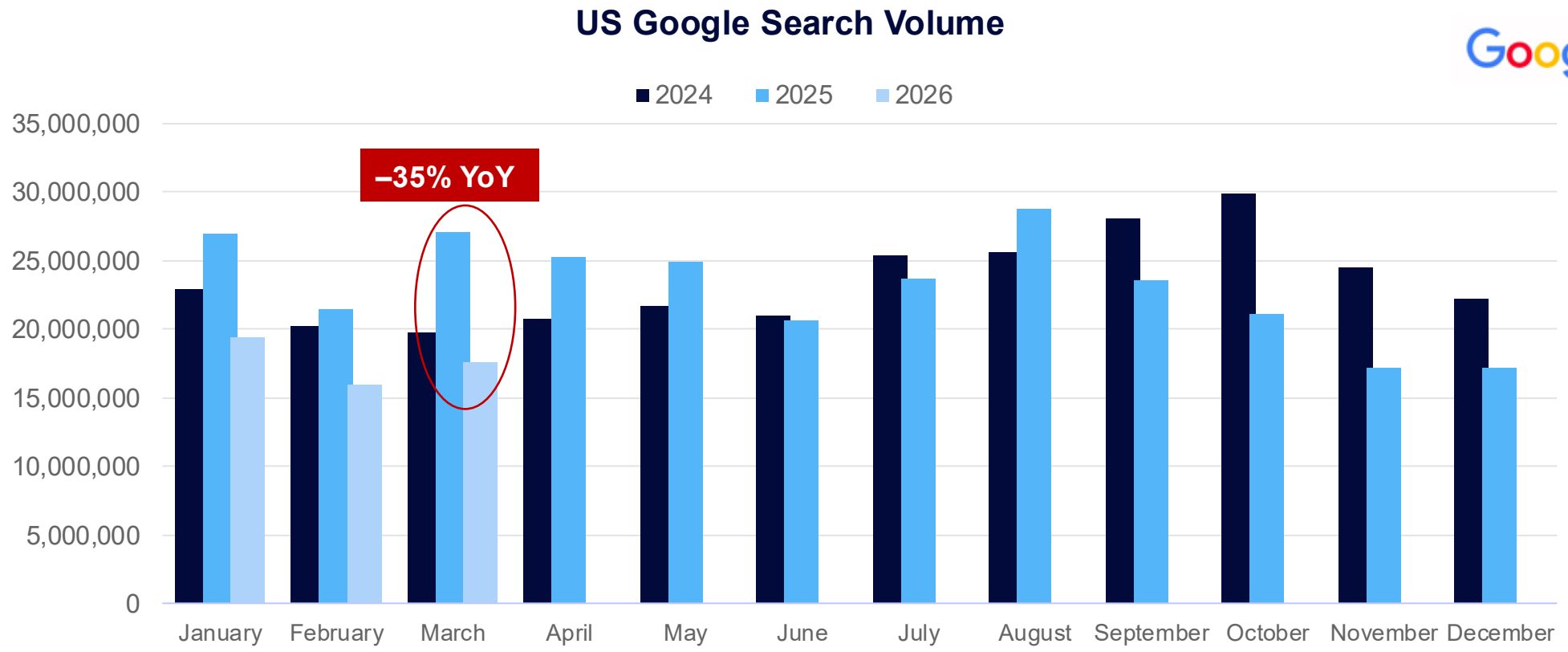
Gray DI tracks searches for over 900 programs, which represent 90% of all US completions.



Source: Gray DI's PES Keyword Search Dashboard

Google Search Trends: Programs

As search shifts from keywords to AI, searches for academic programs fell 35% year over year.



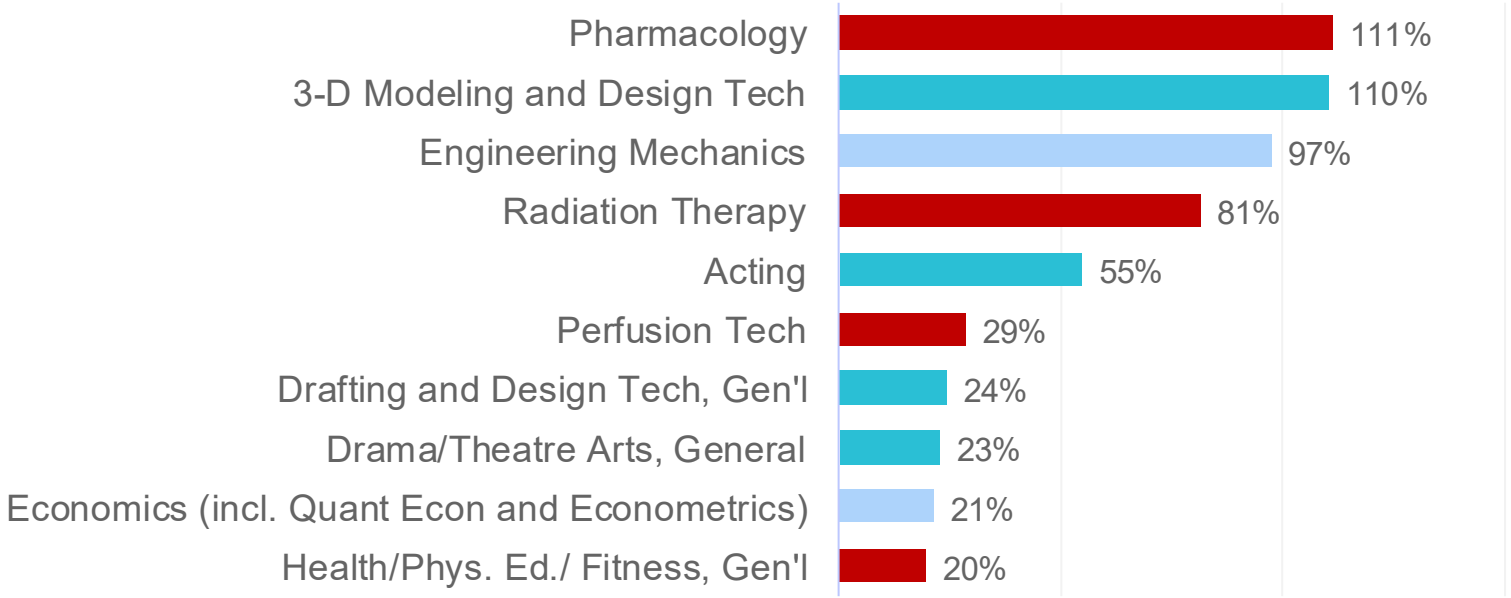
Source: PES Keyword Search Dashboard

Academic Programs with the Fastest–Growing US Search Volumes

In March, searches for Pharmacology programs grew 111% year over year.

Google

Fastest-Growing Google Searches*
March year over year



4	Arts and Design
4	Health
2	Other

Source: PES Keyword Search Dashboard

*Minium searches March 2025: 10,000

Agenda

What is a Program Evaluation System?

Student Demand Indicators: Enrollment

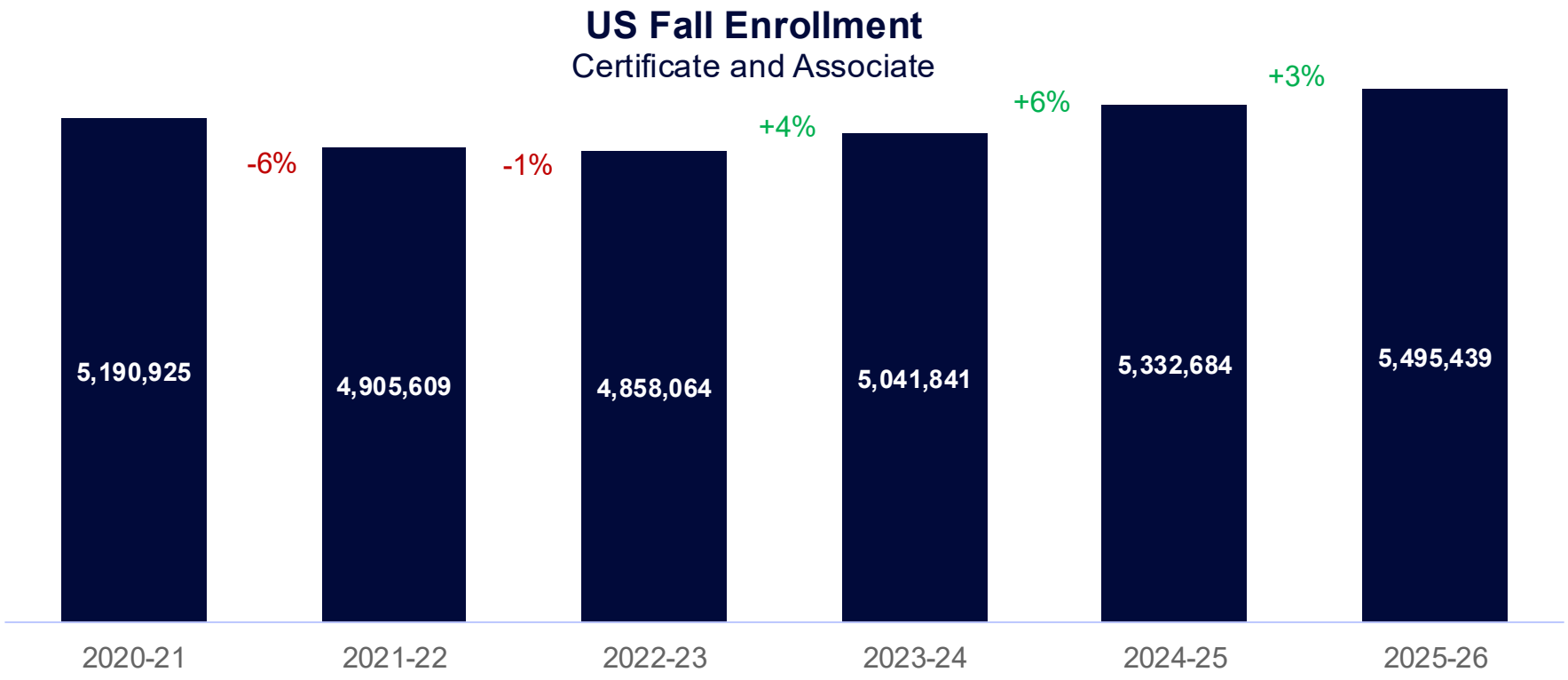
Employment: Current Indicators

What's happening in tech?

Summary

Fall Enrollment: Community Colleges

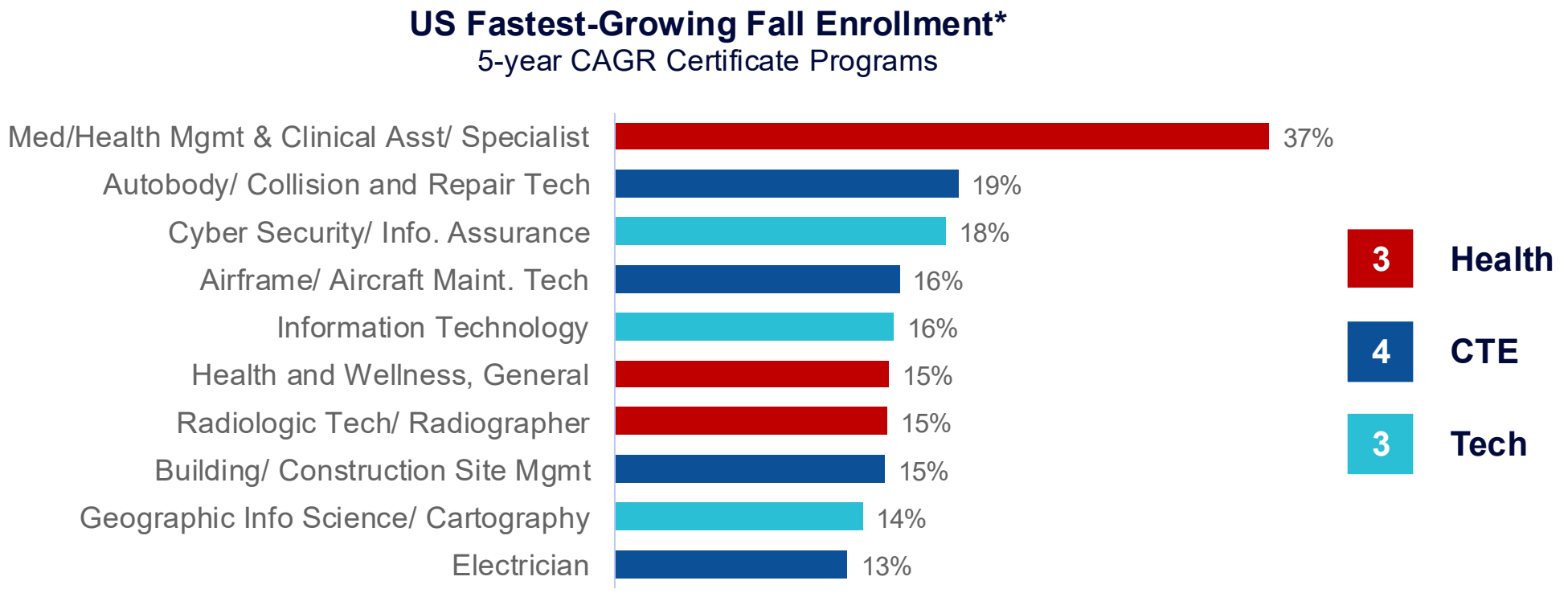
In Fall 2025, enrollment at the associate and certificate levels rose 3% year-over-year.



Source: Gray DI's PES Program Enrollment Dashboard

Certificate Fall Enrollment: 5-Year Annual Average Growth

From Fall 2020–2025, Medical/Health Management grew 37% annually.



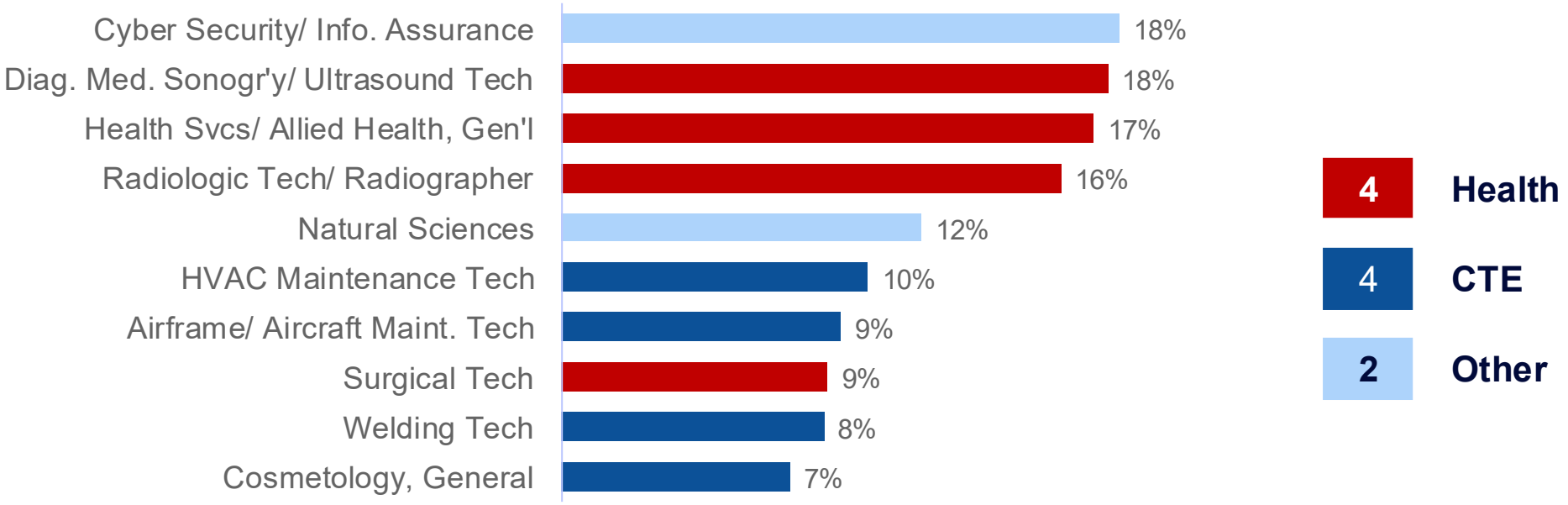
Source: PES Program Enrollment Dashboard

*Minimum enrolled Fall 2020: 1,000

Associate Fall Enrollment: 5-Year Average Annual Growth

From Fall 2020–2025, Cybersecurity grew 18% on average annually.

US Fastest-Growing Fall Enrollment*
5-year CAGR Associate Programs

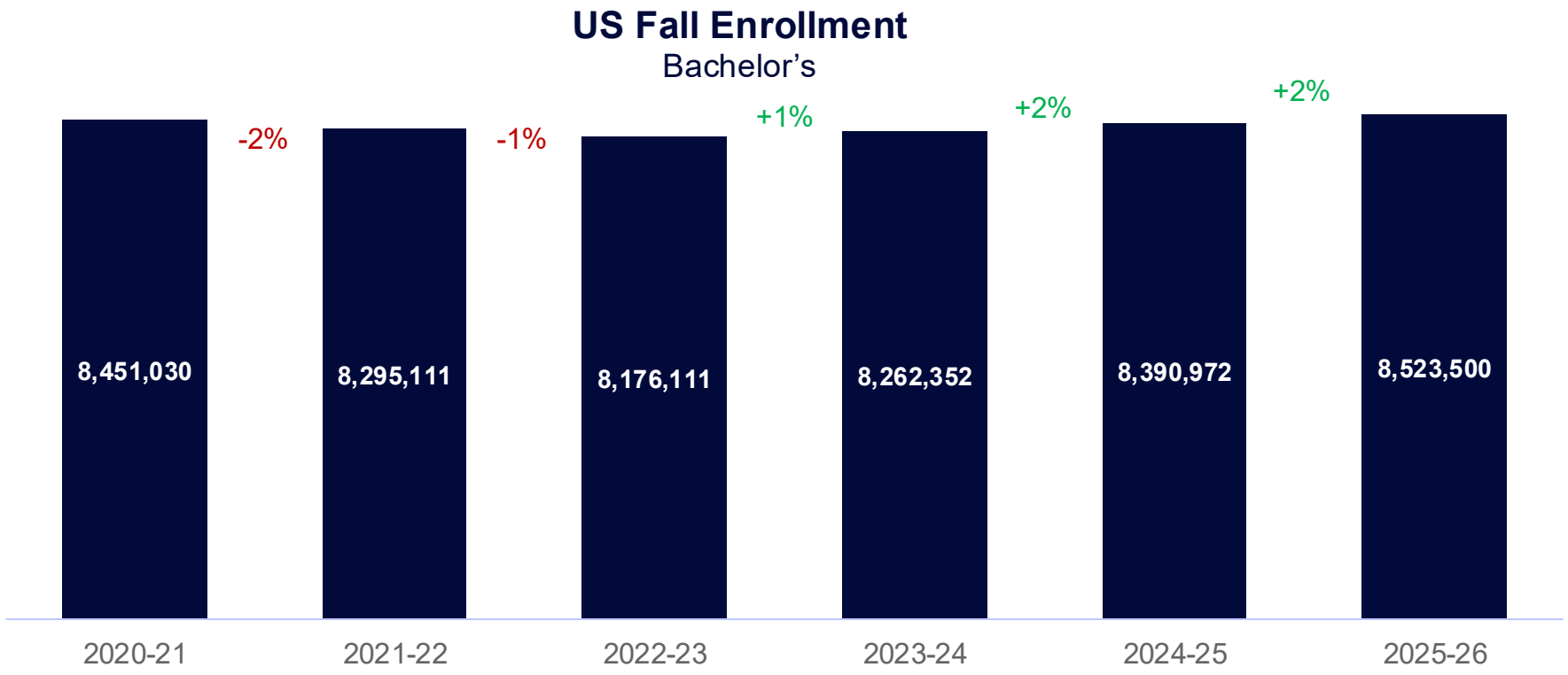


Source: PES Program Enrollment Dashboard

*Minimum enrolled Fall 2020: 5,000

Fall Enrollment: Bachelor's

In Fall 2025, enrollment at the bachelor's level grew 2% year-over-year.

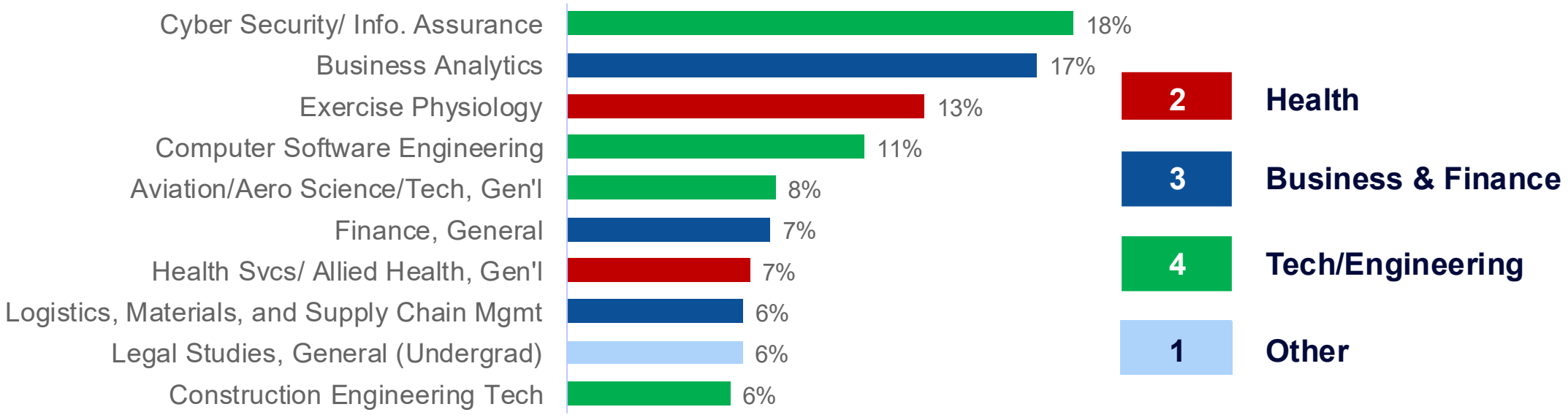


Source: Gray DI's PES Program Enrollment Dashboard

Bachelor's Fall Enrollment: 5-Year Average Annual Growth

From Fall 2020–2025, Cybersecurity grew 18% annually.

US Fastest-Growing Fall Enrollment*
5-year CAGR Bachelor's Programs

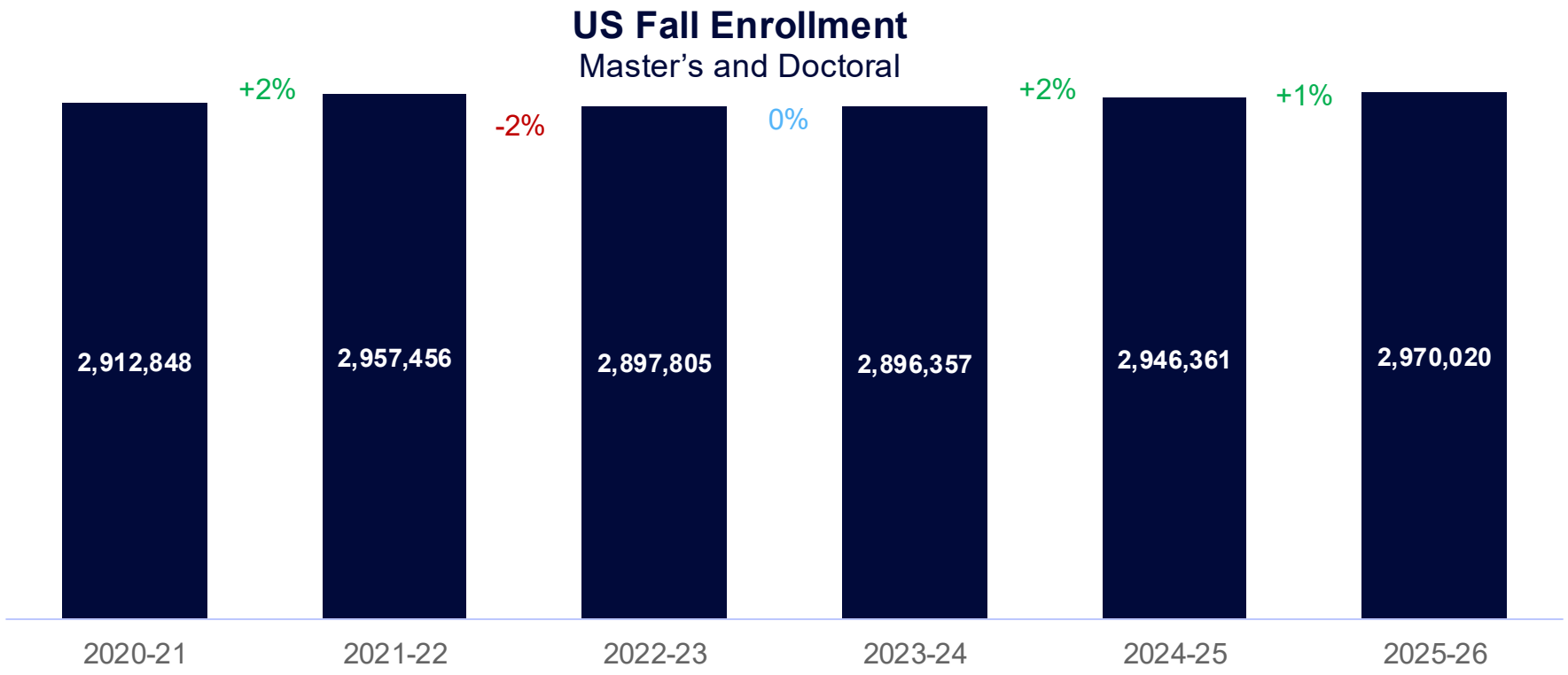


Source: PES Program Enrollment Dashboard

*Minimum enrolled Fall 2020: 10,000

Fall Enrollment: Master's and Doctorate

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

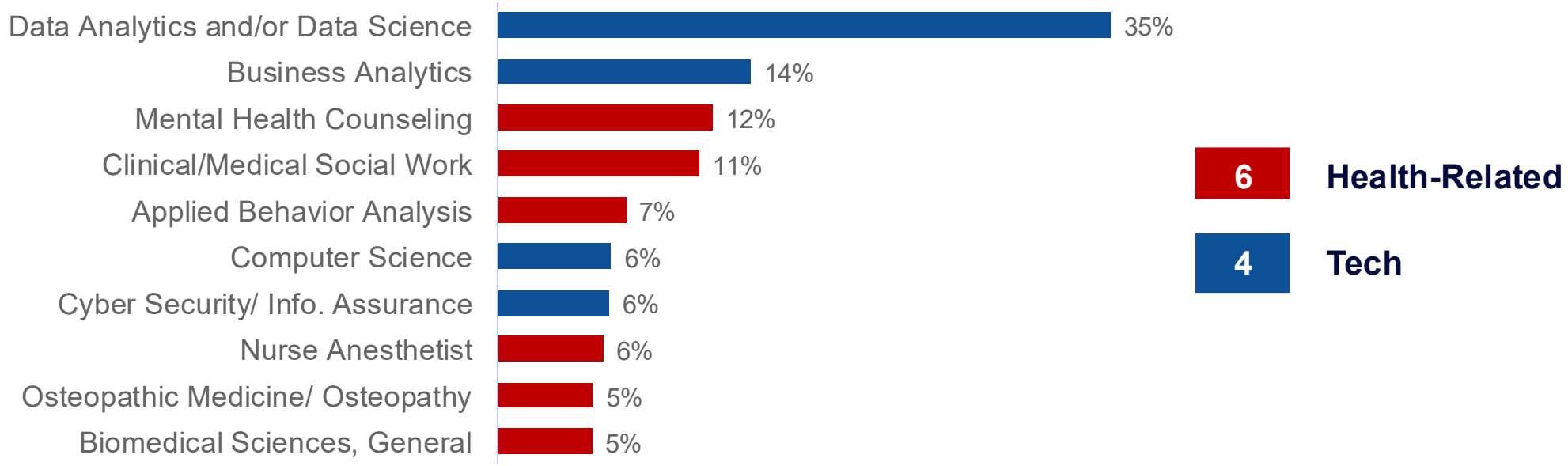


Source: Gray DI's PES Program Enrollment Dashboard

Master's and Doctoral Fall Enrollment: 5-year Average Annual Growth

From Fall 2020–2025, Data Science grew 35% annually.

US Fastest-Growing Fall Enrollment*
5-year CAGR Master's and Doctorate Programs



Source: PES Program Enrollment Dashboard

*Minimum enrolled Fall 2020: 5,000

Agenda

What is a Program Evaluation System?

Student Demand Indicators: International Demand

Employment: Current Indicators

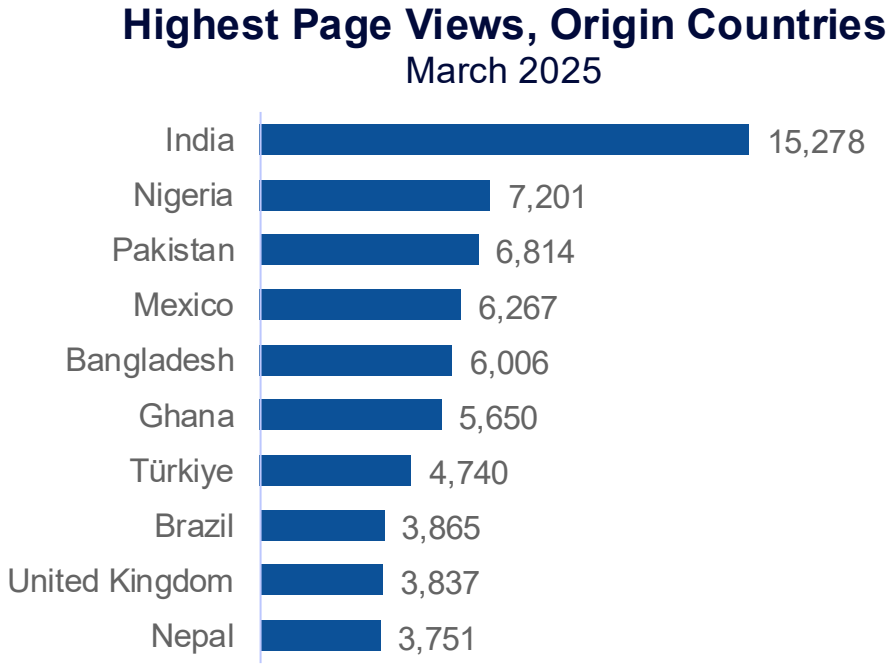
What's happening in tech?

Summary

International Student Demand

In March 2025, international student interest in US programs fell by 65% year-over-year.*

- Excluding China,[1] Bachelor's fell 40% year over year, Master's fell 70%, and PhD fell 62%.



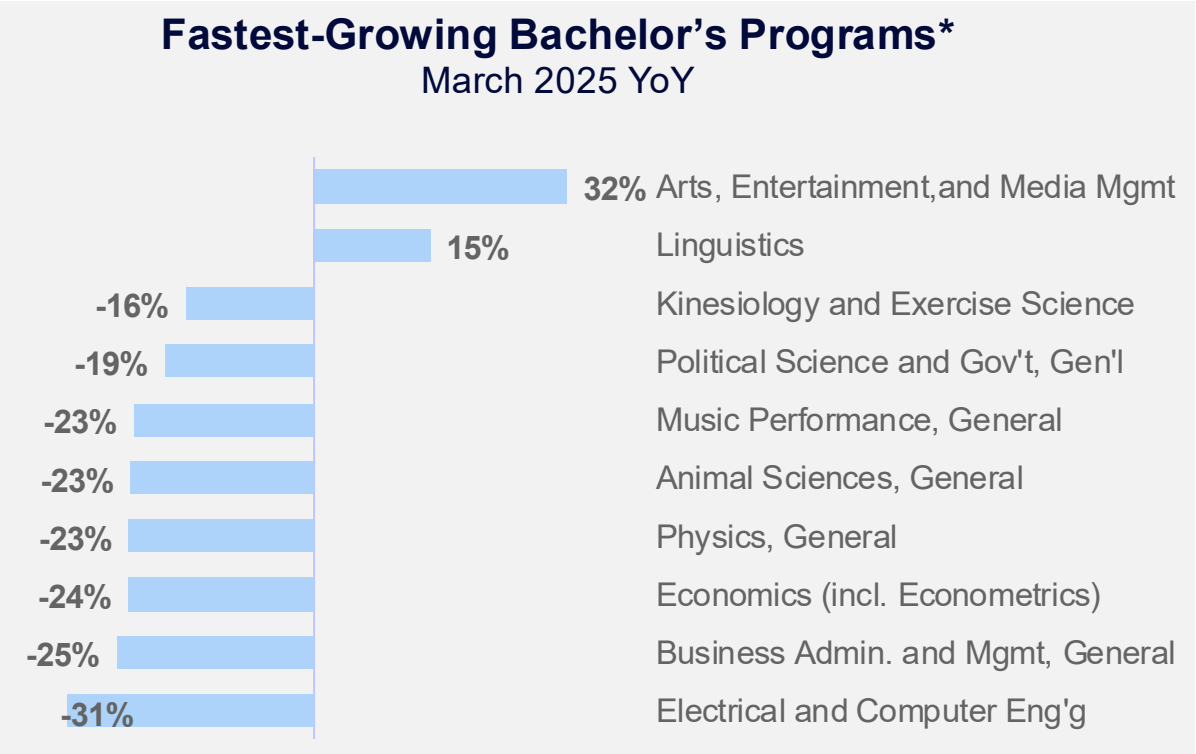
1. We exclude China for YoY calculations, because we did not have data for China in 2024

*Bachelor's, Master's, PhD only

Source: Gray DI's PES International Student Demand Dashboard

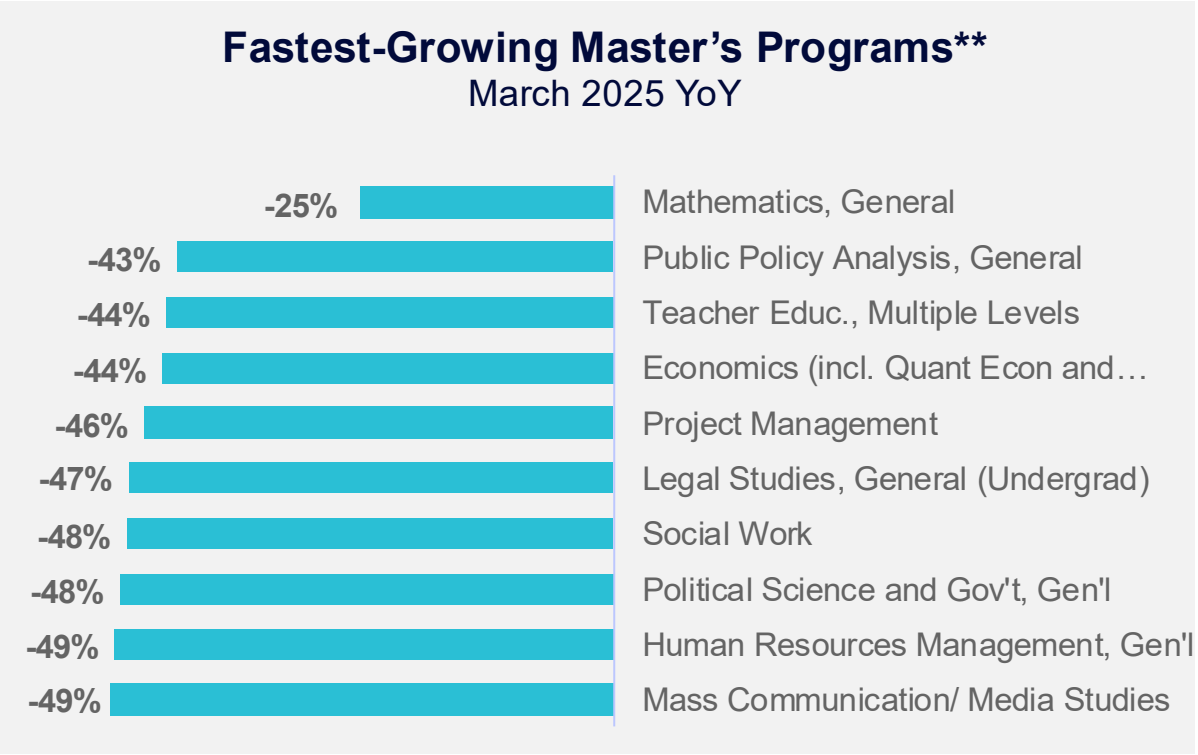
International Page Views, March: Fastest-Growing Programs Year-over-Year

Bachelor's: Arts and Entertainment increased the most.



**Minimum 300 page views March 2025

Master's: Mathematics topped the list as least-declining.



**Minimum 1,000 page views March 2025

Source: PES International Student Demand Dashboard

Agenda

What is a Program Evaluation System?

Student Demand Indicators: Coursera

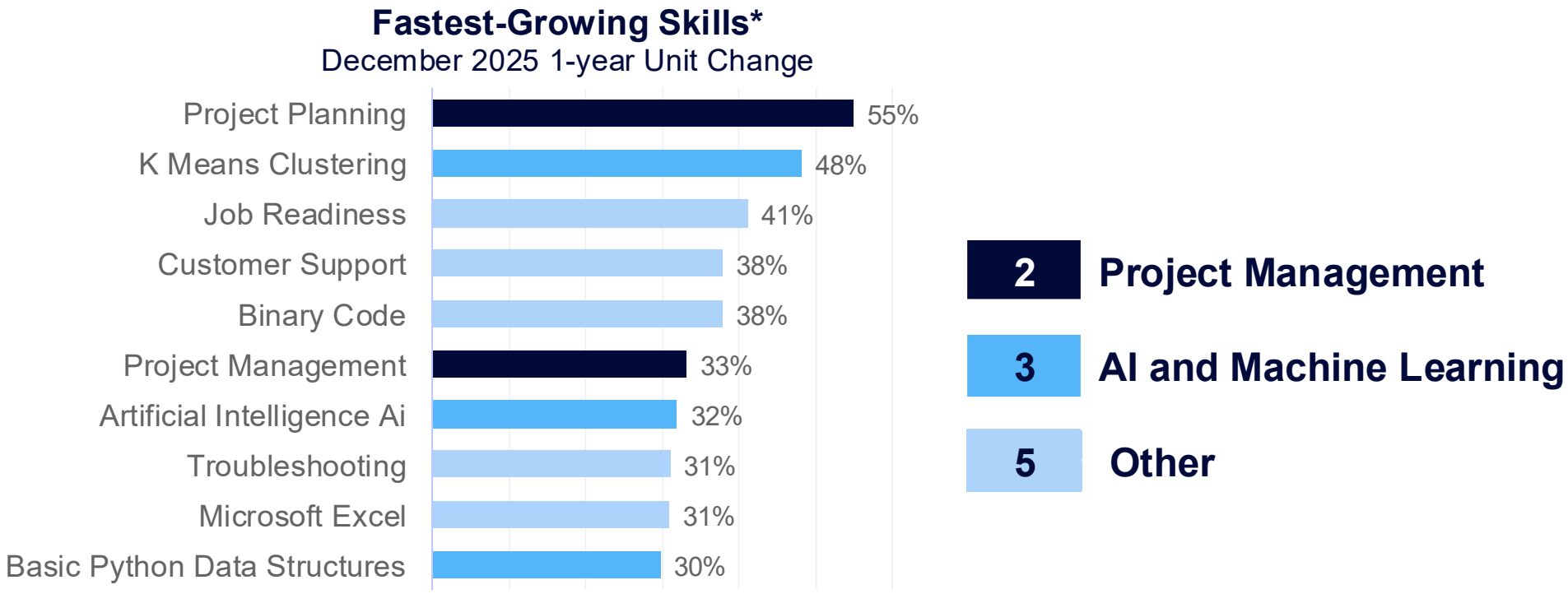
Employment: Current Indicators

What's happening in tech?

Summary

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

Source: PES Non-Degree Dashboard, Coursera

Agenda

What is a Program Evaluation System?

Student Demand Indicators

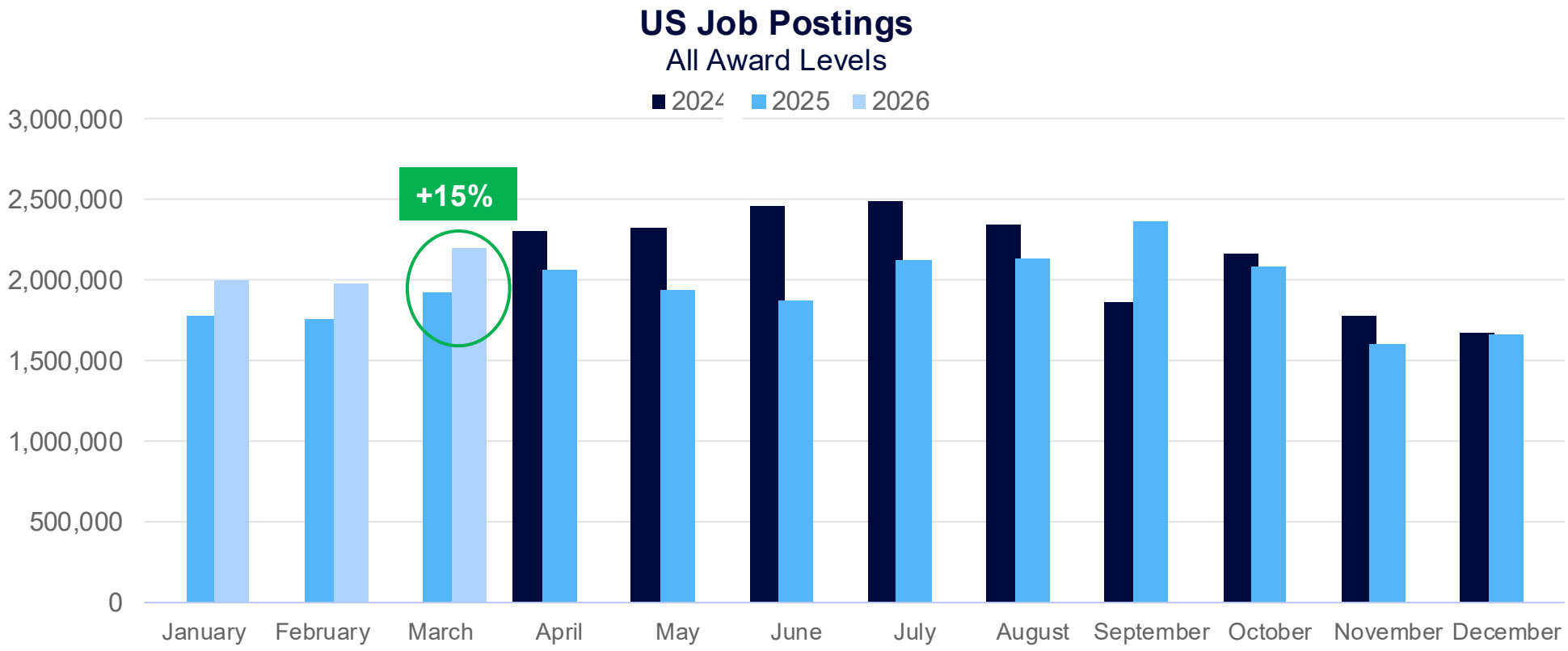
Employment: Current Indicators

What's happening in tech?

Summary

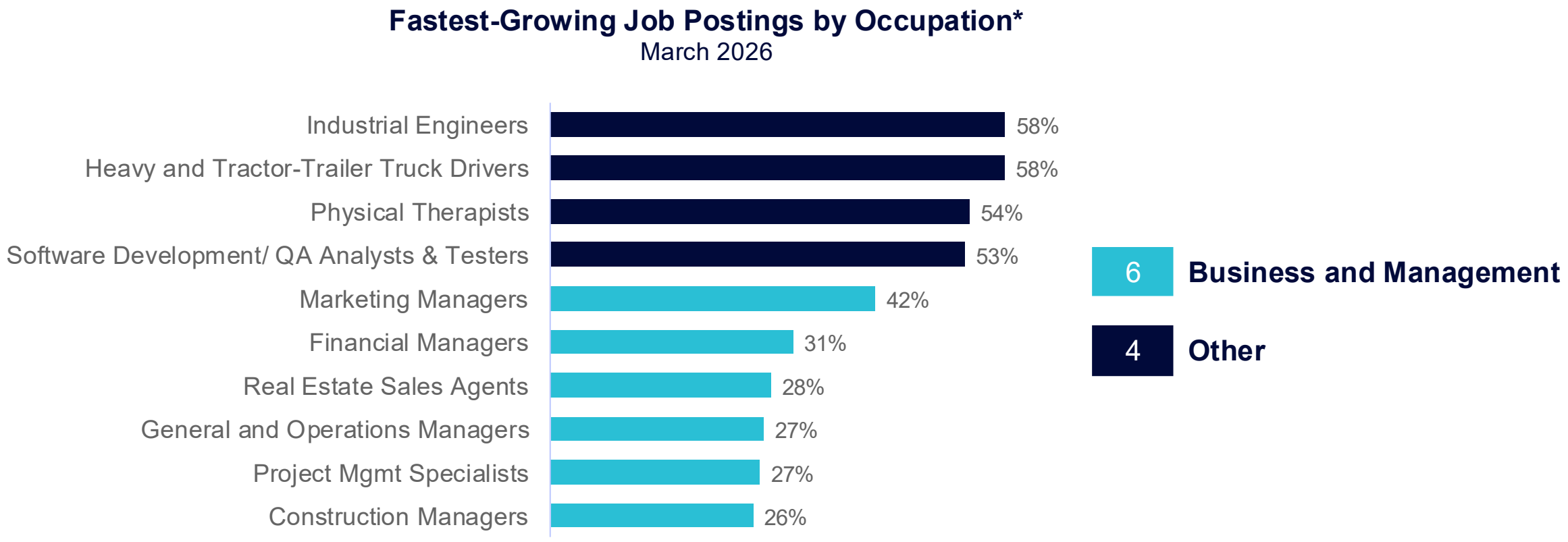
US Job Postings Trends

In March, job postings rose 15% year-over-year.



Source: Gray DI's PES Job Postings Dashboard

Fastest-Growing Job Postings Year-over-Year

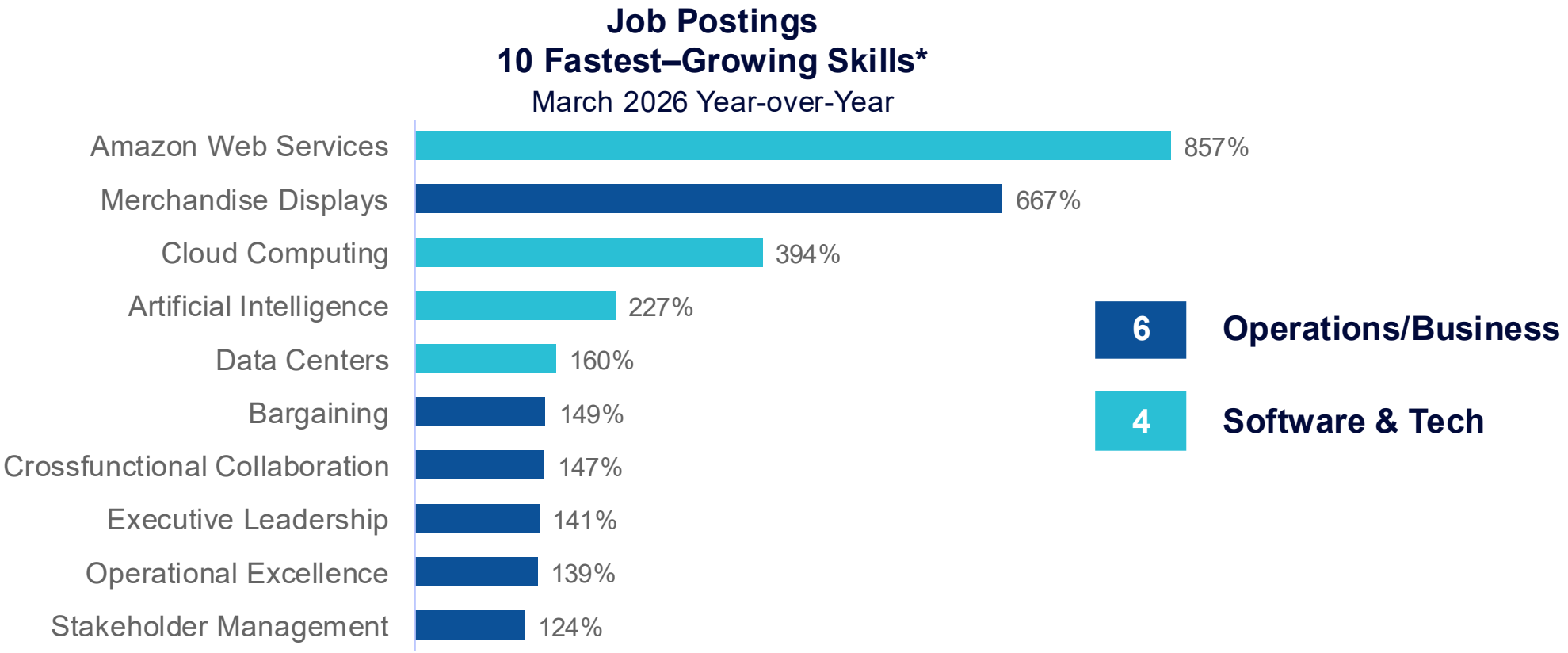


*Minimum 8,000 postings volume
Excludes unskilled labor

Source: PES Job Postings Dashboard

Which skills have fast-growing US demand?

In March, demand for AWS skills grew fastest year-over-year.



Source: PES Job Postings Dashboard

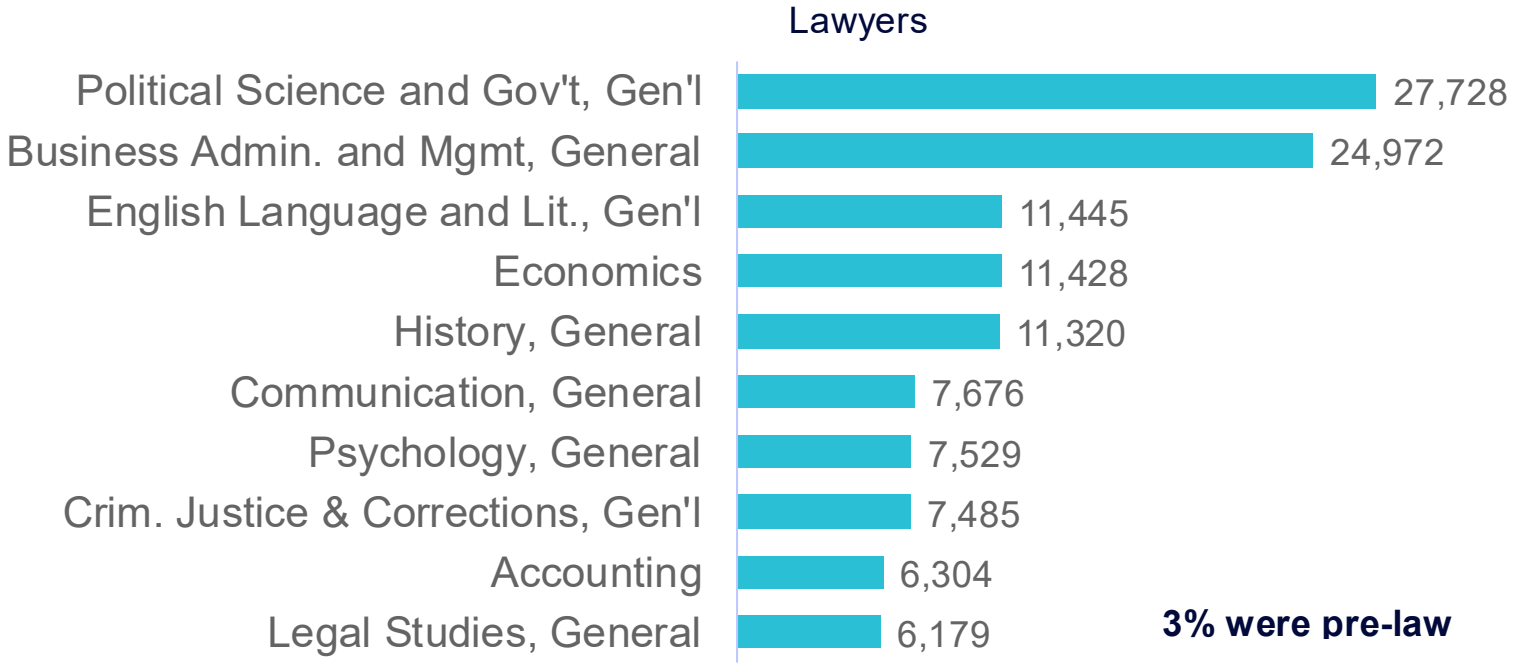
* Minimum 10,000 Skills

Gray DI Alumni Data: Who becomes a lawyer?

Gray DI has data on over 30 million college graduates and their occupations.

- As undergraduates, Lawyers major in everything from Business, to Economics and English Literature.

Highest Completion Volume by College Major



3% were pre-law

Source: Gray DI's Alumni Dashboard: 192,893 college graduates who became lawyers

Agenda

What is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

What's happening in tech?

- Computer Science
- Summary

Let's look at market demand for a Bachelor's in Computer Science.

US Bachelor's Programs

Program	Total Percentile	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
49.0101 Aviation/Aero Science/Tech, Gen'l	100	99	99	98
11.0103 Information Technology	99	97	98	81
11.0199 Computer and Information Sciences, Other	99	95	99	85
14.1901 Mechanical Engineering	99	98	97	91
30.7102 Business Analytics	99	99	97	76
14.0801 Civil Engineering, General	99	97	98	90
14.3501 Industrial Engineering	99	93	100	84
14.0901 Computer Engineering, General	99	95	99	89
14.0501 Bioengineering and Biomedical Engineering	99	97	97	96
14.1001 Electrical/Electronics Engin'g	99	98	99	91
11.0701 Computer Science	99	98	99	92

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

Source: Gray DI's PES Markets

Student Demand

Computer Science scores in the 98th percentile for Student Demand.

- All size metrics are strong.
  - Google searches are in the 98th percentile.
  - New student enrollment and overall completions are in the 99th percentile.
  - International page views are in the 100th percentile (volume, trailing 12 months).
- Growth metrics illustrate the danger of relying on IPEDS for trends – it is out of date.
  - IPEDS completions rose 5% year over year.
  - New student enrollment fell 12%.
  - Google searches were flat

Student Demand

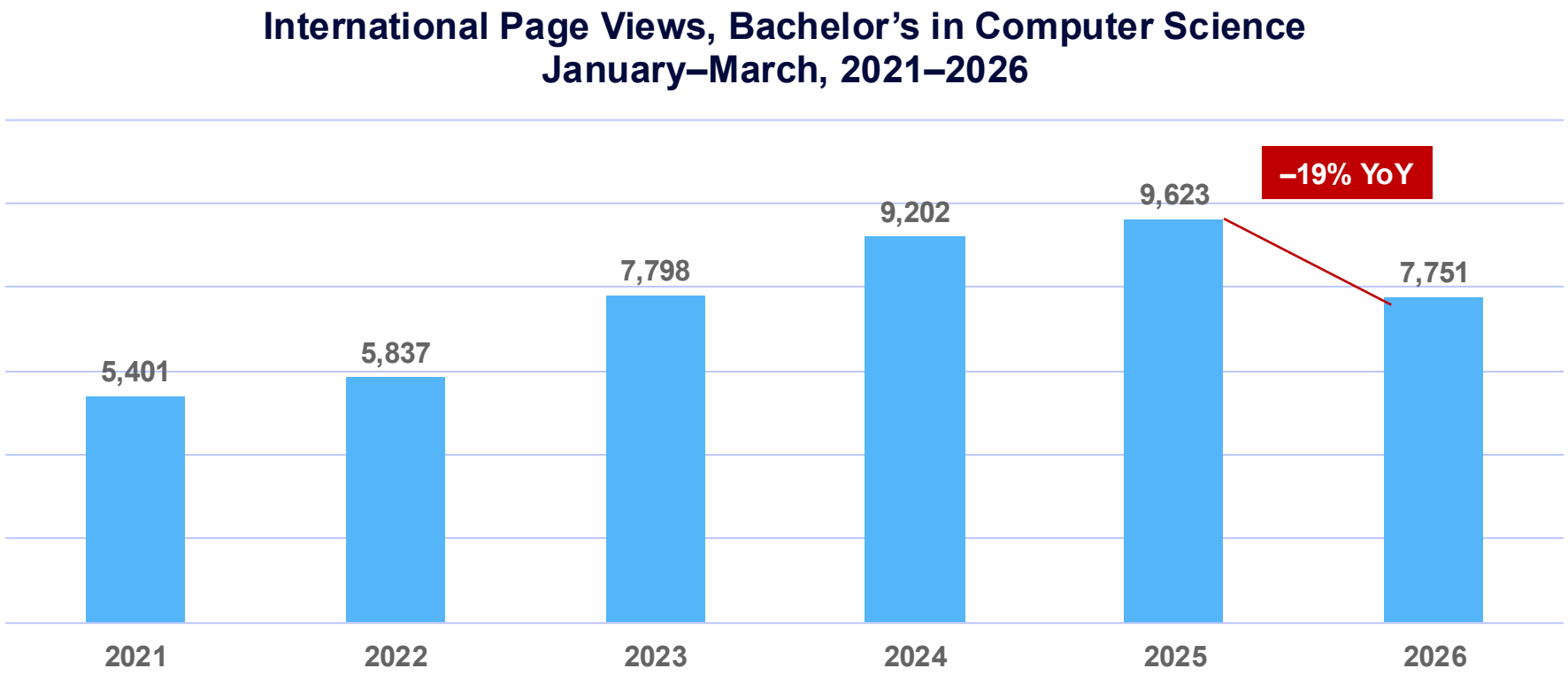
Score 27.6 **Percentile** 98

98

Criterion	Value	Pctl	Score
Size	-	-	-
Google Search Volume (12 Months)*	3,623,230	98	5.9
New Student Enrollment Volume (12 Mo.)	51,881	99	5.9
On ground Completions at In Market Institutions	67,619	99	5.9
Online Completions by In Market Students	8,458	99	NS
Sum of On ground and Online Completions	76,077	99	5.9
Growth: Year-over-year Unit Change	-	-	-
Google Search YoY Change (Units)*	-8,880	8	NS
New Student Enrollment Vol. YoY Change (Units)	-6,884	0	0.0
Completion Volume YoY Change (Units)	3,326	100	2.0
Growth: Year-over-year % Change	-	-	-
Google Search YoY Change (%)*	-0%	30	NS
New Student Enrollment Vol. YoY Change (%)	-12%	29	0.6
Completion Volume YoY Change (%)	5%	68	1.4
Size: International Demand	-	-	-
International Page Views (12 Months)	34,825	100	NS

Source: Gray DI's PES Markets

In Q1, international page views for Computer Science dropped 19% YoY.



Employment Opportunities

Computer Science scores in the 99th percentile.

- Entry-level job postings, BLS Current Employment, and Annual Job Openings are strong: 99th percentile.
- Historical growth is weaker:
  - After rising 3% annually for last three years…
  - …employment dropped 1% last year
- Job postings per graduate remain healthy: 2.3
- Wages at the bachelor's level are strong.
  - Entry-level wages are in the 98th percentile.
  - Post-entry median with a bachelor's is in the 96th percentile.
- 61% of graduates go into direct prep jobs.

Employment — Score 31.5 — Percentile 99 — 99

Criterion	Value	Pctl	Score
Size: Entry Jobs	-	-	-
Job Postings Total (12 Months)	174,249	99	4.0
BLS Current Employment	851,184	99	1.0
BLS Annual Job Openings	72,618	99	1.0
Growth: Entry Jobs	-	-	-
BLS 1 Year Historical Growth	-1%	5	0.1
BLS 3 Year Historic Growth (CAGR)	3%	21	0.4
BLS 10 Year Future Growth (CAGR)	1.4%	99	1.0
Saturation: Entry Jobs	-	-	-
Job Postings per Graduate	2.3	92	3.7
BLS Job Openings per Graduate	1	89	0.9
Weighted-Avg BLS Wages	-	-	-
Entry 25th Percentile	$83,605	98	7.8
Post Entry Median	$106,785	96	7.7
Post Entry w Associates Median		0	NS
Post Entry w Bachelors Median	$103,317	96	NS
Post Entry w Masters Median	$129,685	98	NS
Post Entry w Doctoral Median	$135,673	96	NS
Underemployed	-	-	-
Underemployed Percent of Graduates**	15%	100	4.0
*ACS Bachelor's Degree Outcomes**	-	-	-
% with Any Graduate Degree*	23%	19	NS
% with Masters*	21%	33	NS
% with Doct Prof Degree*	2%	11	NS
% Unemp. (Age <30)**	4%	14	NS
% in Direct Prep Jobs*	61%	98	NS

Source: Gray DI's PES Markets

What kinds of jobs do Bachelor's in Computer Science *really* get?

Based on 810,532 alumni profiles, they go into 776 occupations.

Highest Occupation Volume
Bachelor's in Computer Science
By Number of Individual Alumni Profiles

Sources: Gray DI's Job Postings Dashboard and NCES CIP-SOC Crosswalk

Competition for Students

Computer Science scores in the 92nd percentile for competitive intensity.

- 1,105 colleges offer this program.
  - In 2024, 10 additional campuses had completions.
- Median program size is healthy (88th percentile), but it fell 5% year over year.
- Marketing costs are very high.
- There are 171 institutions with online programs.
  - 11% of total completions are online.

Competitive Intensity 92

Score 11.9 **Percentile** 92

Criterion	Value	Pctl	Score
Volume of In-Market Competition	-	-	-
Campuses with Graduates**	1,105	1	NS
Campuses with Grads YoY Change (Units)**	10	1	NS
Institutions with Online In Market Students**	170	1	NS
In-Market Programs	-	-	-
Average Program Completions	61	98	3.9
Median Program Completions	18	88	3.5
YoY Median Prog. Compl. Change (Units)	-1	50	1.0
YoY Median Prog. Compl. Change (%)	-5%	52	1.0
In-Market Saturation	-	-	-
Google Search * Cost per Click**	21	7	0.2
Google Competition Index**	0.2	73	2.2
National Online Competition	-	-	-
National Online Institutions (Units)**	171	1	NS
Nat'l Online % of Institutions	14%	76	NS
Nat'l Online % of Completions	11%	73	NS

Source: Gray DI's PES Markets

Program: 11.0701 Computer Science | **Award Level: Bachelors** | **Market: National** | **Rubric: On-ground**

Overall Score

Score 71.1 Percentile 99

99

A program that focuses on computer theory, computing problems and solutions, and the design of computer systems and user interfaces from a scientific perspective. Includes instruction in the principles of computational science, computer development and programming, and applications to a variety of end-use situations.

Student Demand

Score 27.6 Percentile 98

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Award Level	Enrollment %	Completions %	Completions % National
Certificate	1	0	0
Associates	24	9	9
Bachelors	44	57	57
Postbaccalaureate Certificate	0	1	1
Masters	26	31	31
Post-masters Certificate	1	0	0
Doctoral	4	2	2

Employment

Score 31.5 Percentile 99

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Criterion	Value	Pctl	Score
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Competitive Intensity

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YoY Median Prog. Compl. Change (Units)	-1	50	1.0
YoY Median Prog. Compl. Change (%)	-5%	52	1.0
In-Market Saturation	-	-	-
Google Search * Cost per Click**	21	7	0.2
Google Competition Index**	0.2	73	2.2
National Online Competition	-	-	-
National Online Institutions (Units)**	171	1	NS
Nat'l Online % of Institutions	14%	76	NS
Nat'l Online % of Completions	11%	73	NS

Cost Benchmarking National	Value	Pctl
Average Cost per SCH Index**	1.06	40
Median Cost per SCH Index**	1.11	37

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.

If you're not a numbers person…

AI Report

CIP: 11.0701 Computer Science

Market: National

Award Level: Bachelors

Regenerate Report

Export to PDF

The academic program demonstrates robust performance in terms of high job demand and employment potential, although facing challenges from declining new student enrollment and competitive intensity within the market.

Overview

National Completions value for the program stands at 76,077, placing it in the 99th percentile, indicating significant output volume. On the strength side, it excels in Employment with notable salaries and job postings, supported by high percentile rankings in several employment metrics. However, the program struggles with low Google Search YoY changes and high competition, as evidenced by its percentile standings in Student Demand and Competitive Intensity.

Student Demand

The program's Google Search Volume value is 3,623,230, positioning it in the 98th percentile, indicating high interest. However, the Google Search YoY Unit Change of -8,880 and a percentile of 8 highlights a significant drop in search interest over the year. Similarly, New Student Enrollment Volume is high at 51,881 and in the 99th percentile, yet the YoY Unit Change of -6,884 and a 0 percentile exposes a concerning decline in new enrollment interest. The program benefits from substantial On-ground Completions with a value of 67,619 in the 99th percentile, bolstering its overall completion figures. However, the Google Search YoY Percentage Change percentile at 30, despite a static 0% value, signals stagnation in search interest's growth rate.

Employment

The Entry Level Salary is robust at $83,605, ranking in the 98th percentile, reflecting strong initial remuneration for graduates. The Post Entry Level Median Salary climbs to $106,785, maintaining a high position in the 96th percentile, evidencing good career progression potential. Job Postings per Graduate remain favorable at 2.3 with a 92 percentile ranking, indicating strong job market receptiveness. Notably, Job Postings value is 174,249, with an impressive 99 percentile, further underscoring high employment demand for the program's graduates. Despite these strengths, the BLS 1-Year Historical Growth shows a slight decline of -1%, ranking poorly in the 5th percentile, suggesting some concerns about employment growth sustainability.

Competitive Intensity

The program faces significant competitive pressure, with only 1,105 Campuses with Graduates, ranking it in the 1st percentile, highlighting an oversaturated market landscape. The Google Search Cost per Click is relatively high at $21.00, indicated by a 7th percentile, reflecting expensive marketing and advertising efforts required. The Google Competition Index value of 0.22, coupled with a better percentile of 73, suggests that while competition for digital visibility is manageable, it remains a critical consideration. Average Program Completions are impressive with a value of 61 and a 98th percentile, showcasing consistent completion rates compared to peers. Nonetheless, the significant number of National Online Institutions at 171, while low with a 1 percentile, indicates a competitive online education space that's challenging to penetrate effectively.

Agenda

What is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

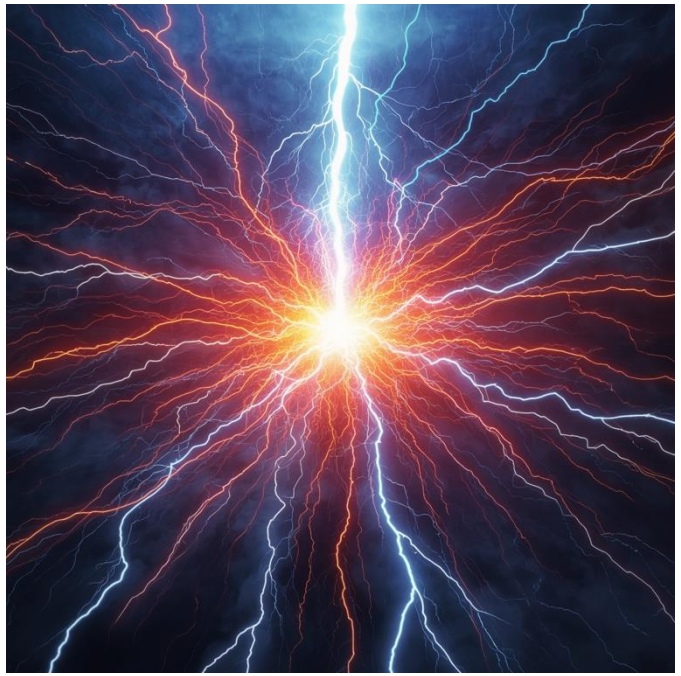
What's happening in tech?

- AI: News from the Front

Summary

AI is like electricity.

- Electricity is a form of raw power.
- By itself, it is useless – and dangerous.



- Millions of inventions were needed to put it to safe use.

Poll: What are the primary barriers to the adoption of AI at your institution?

(Please check all that apply)

- ❑ Data privacy and security concerns
- ❑ Lack of internal expertise
- ❑ Other priorities
- ❑ Faculty resistance
- ❑ Staff resistance
- ❑ Budget / unclear ROI
- ❑ No clear strategy or leadership alignment

Turn electricity into a lightbulb

AI use cases in higher ed

- Generate data-informed insights for academic program evaluation.
- Speed-up research
- Enhance student services
- Help students learn
- Create assessments
- Provide career coaching…

Poll: What AI applications has your institution adopted?

(Please check all that apply)

- ❑ Tutoring
- ❑ Career services (e.g., job search, resume help)
- ❑ Chatbots in admissions or student services
- ❑ Chatbot for general campus information
- ❑ Institutional research / analytics
- ❑ Administrative efficiency (HR, operations)
- ❑ Not currently using AI

Poll: What AI applications is your institution considering? Tutoring

(Please check all that apply)

- ❑ Career services (e.g., job search, resume help)
- ❑ Chatbots in admissions or student services
- ❑ Chatbot for general campus information
- ❑ Institutional research / analytics
- ❑ Administrative efficiency (HR, operations)
- ❑ Not currently using AI
- ❑ Other: Please list

News From the Front: AI in Higher Education

- Fear is abundant: security, cognitive decline, AI psychosis, cheating, environmental damage…
  - AI cheating is overestimated: the algorithms harm honest students.
- There are some familiar barriers: budgets, IT, faculty workloads, curmudgeons, and change.
- Integrating content for RAG is complex to automate: file types, length, vectorization
- Lots of customization is needed
  - Content
  - In beginning languages courses, limit AI vocabulary and syntax.
  - Symbolic keyboards for math, engineering, and sciences
- Users need guidance, e.g., what questions ask, what tasks to perform.
- To get adoption, AI apps must make the professor's life easier.
- Administration is not an afterthought, it is a critical consideration for faculty and administrators.
- Students and professors who use it, like it.
- But, small tests don't scale…they wither.

AI can strengthen critical thinking.

An excerpt from an interview with a nursing professor whose students used an AI tutor:

"As part of our program, students complete a HESI exit exam…as a practice boards-style assessment... While this represents a small sample size, I did notice that students who reported utilizing the AI platform more frequently scored very high on their HESI exam.

Although preliminary, this observation suggests that the AI tool supported deeper learning and knowledge application rather than hindering critical thinking…

Overall, when used intentionally, **AI appears to function as a scaffold for clinical reasoning**—providing students with additional opportunities to practice applying concepts, test their understanding, and work through clinical decision-making processes—rather than serving as a replacement for independent thinking."

A well-designed Tutor saves professors' time.

"I have been testing it out for building tough exam questions, both multiple-choice and long-answer. Although the multiple-choice answers aren't always perfect (neither are mine), the questions are fantastic!! This has now saved me SO much time writing my exams. Whereas I have attempted to use my personal ChatGPT in the past, it was SO bad at it that I had to go back to manually writing questions."

Agenda

What is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

What's happening in tech?

Summary

Summary: The Higher Education market seems healthy.

- In Fall 2025, enrollment at community colleges rose 3% YoY; bachelor's increased 2%, graduate 1%.
  - Cyber Security and Data Analytics continue to grow rapidly
- In March 2026, US job postings rose by 15% year over year.
  - Industrial Engineer was the fastest-growing occupation.
  - There is a growing need for Amazon Web Services skills.
- Demand for a Bachelor's in Computer Science is strong, but there signs it could be slipping.
  - New enrollment, job growth, and median program size decreased year over year.
- Raw AI may be dangerous and ill-suited to teaching in higher ed.
- Customized applications for higher education can make it safe and useful.

Join us next month!

Demand Trends Monthly Webinar

May 28th
2 PM ET