



Demand for Higher Education Programs

June 25, 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

Program of the Month

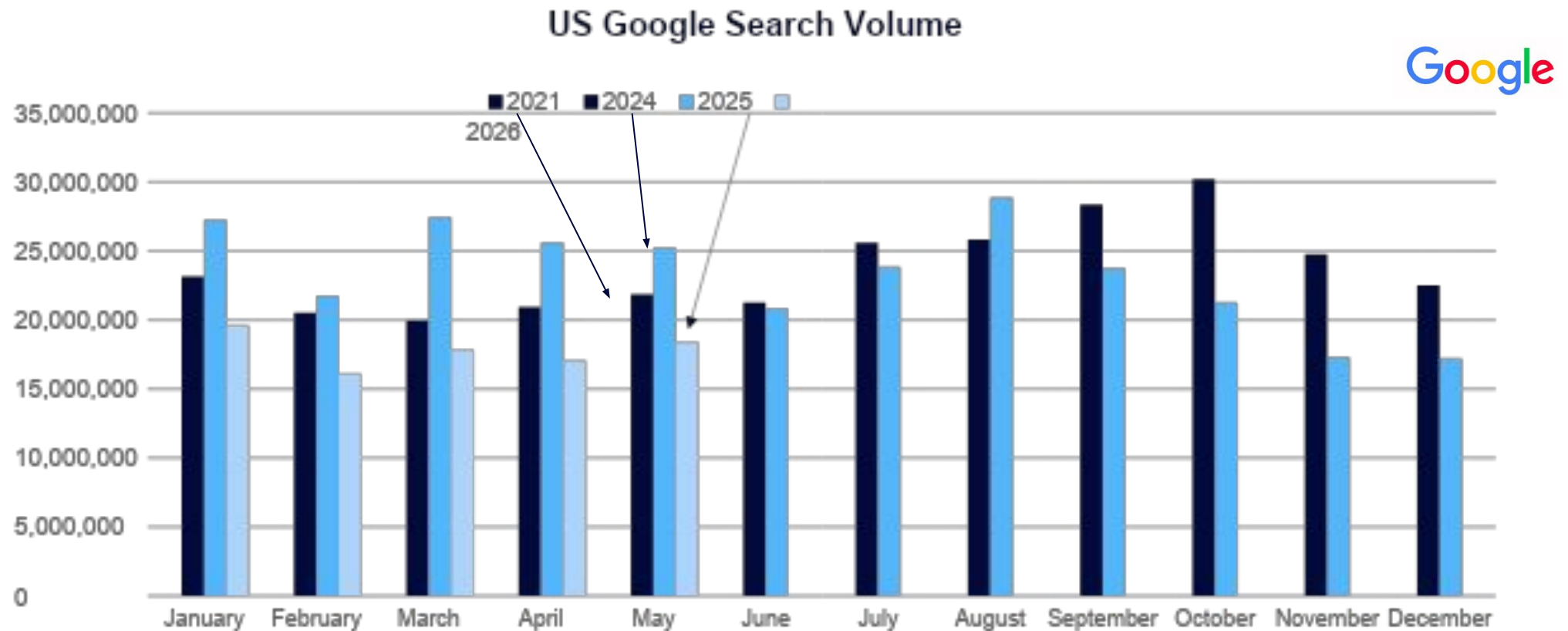
News From the Front

Summary



Google Search Trends: Programs

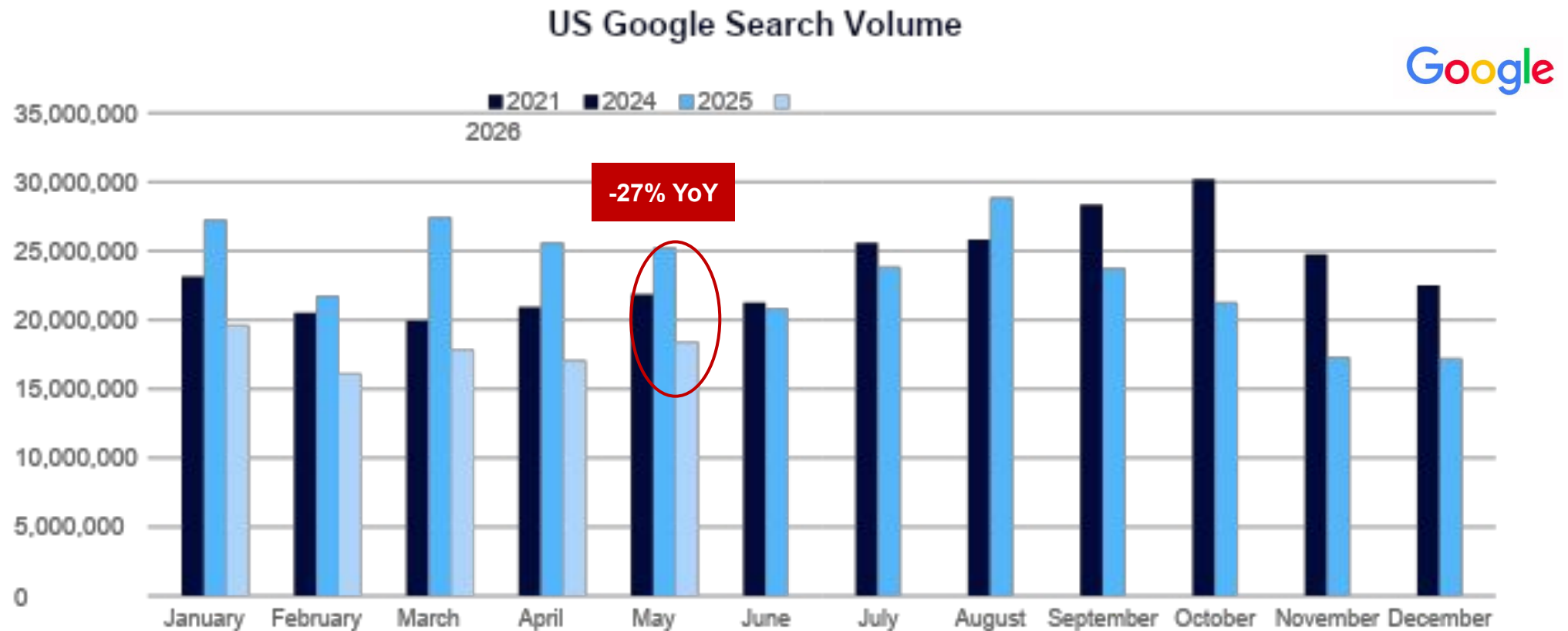
Gray DI tracks searches for over 900 programs, which represent 90% of all US completions.





Google Search Trends: Programs

Search volumes seem to be stabilizing at approximately -30%; May was slightly better: -27%.



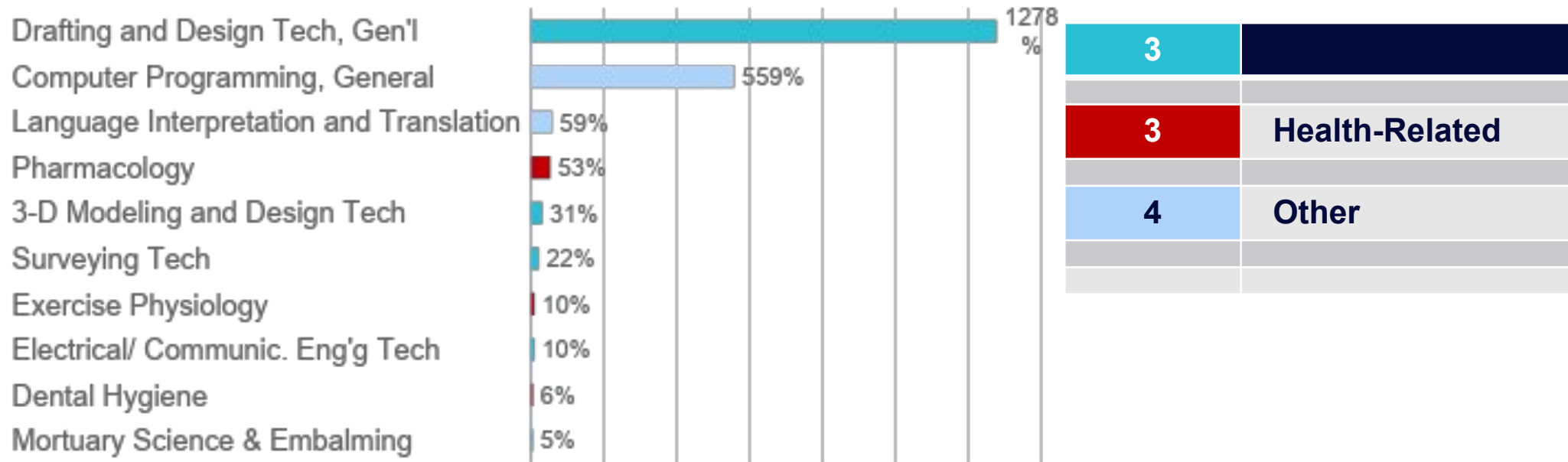


Academic Programs with Fastest-Growing US Search Volumes



In May, searches for Drafting and Design Tech programs grew 1,278% year over year, driven by searches for “computer-aided design programs” increasing from 27K to 483K.

Fastest-Growing Google Searches*
May Year-over-Year



*Minimum searches May 2025: 10,000
Excludes CIP codes ending in 99, “Other”

Agenda

What is a Program Evaluation System?

Student Demand Indicators: Fall Enrollment

Employment: Current Indicators

Program of the Month

News From the Front

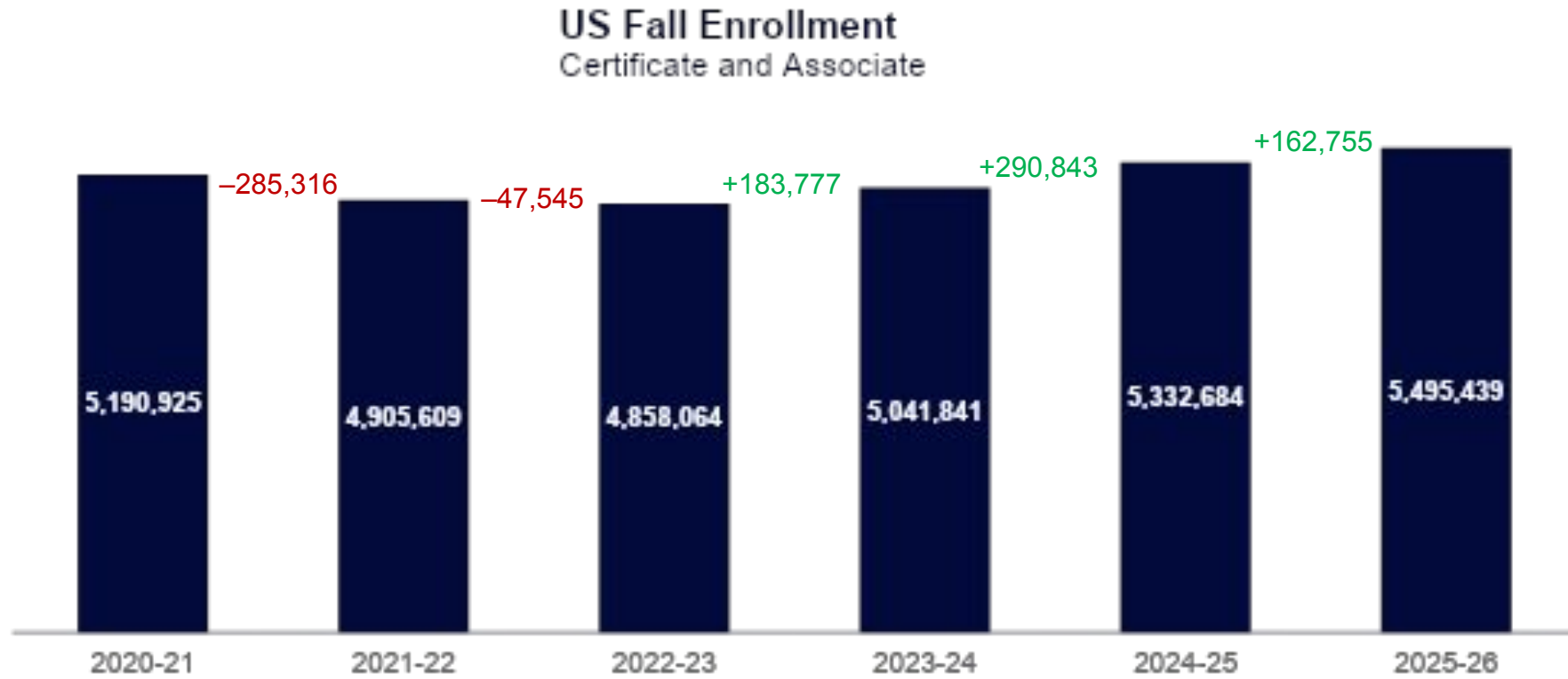
Summary



Fall Enrollment: Community Colleges

In Fall 2025, associate and certificate enrollment rose by almost 163,000 students year over year.

- Fall enrollment has risen an average of 4% annually since AY 2023-2024.

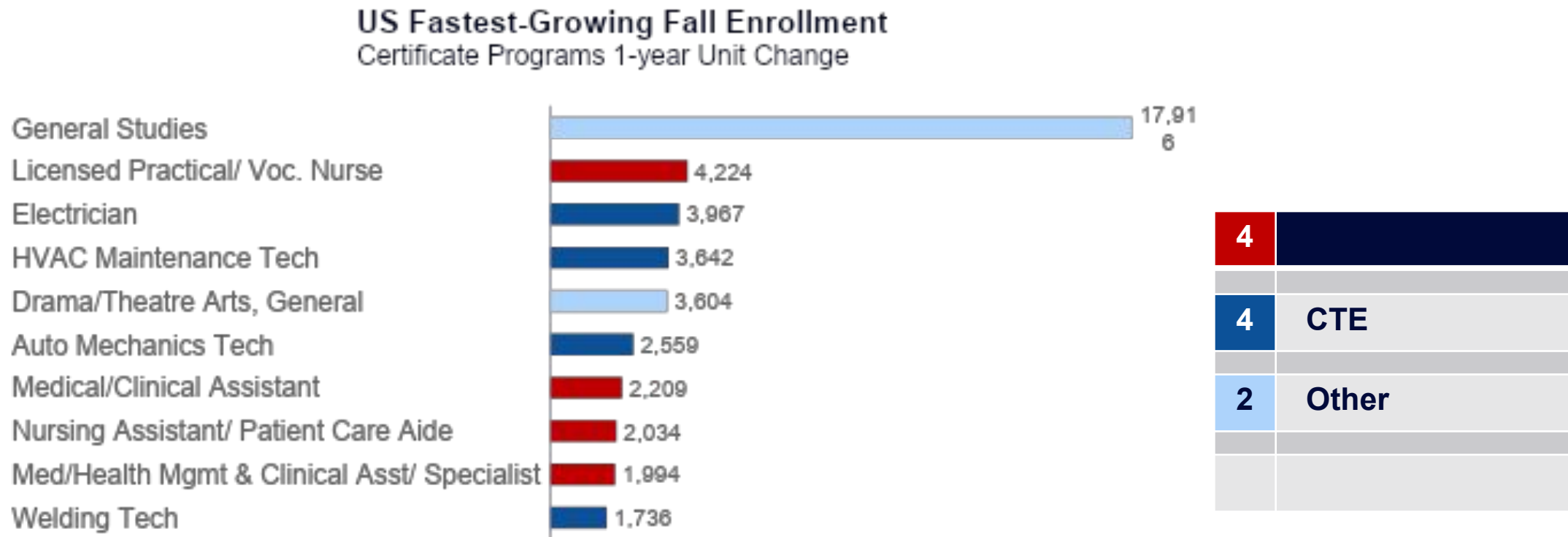


Source: Gray DI's PES Program Enrollment Dashboard



Certificate Fall Enrollment Year-over-Year Unit Change

In Fall 2025, General Studies enrollment grew by almost 18,000 students year over year.



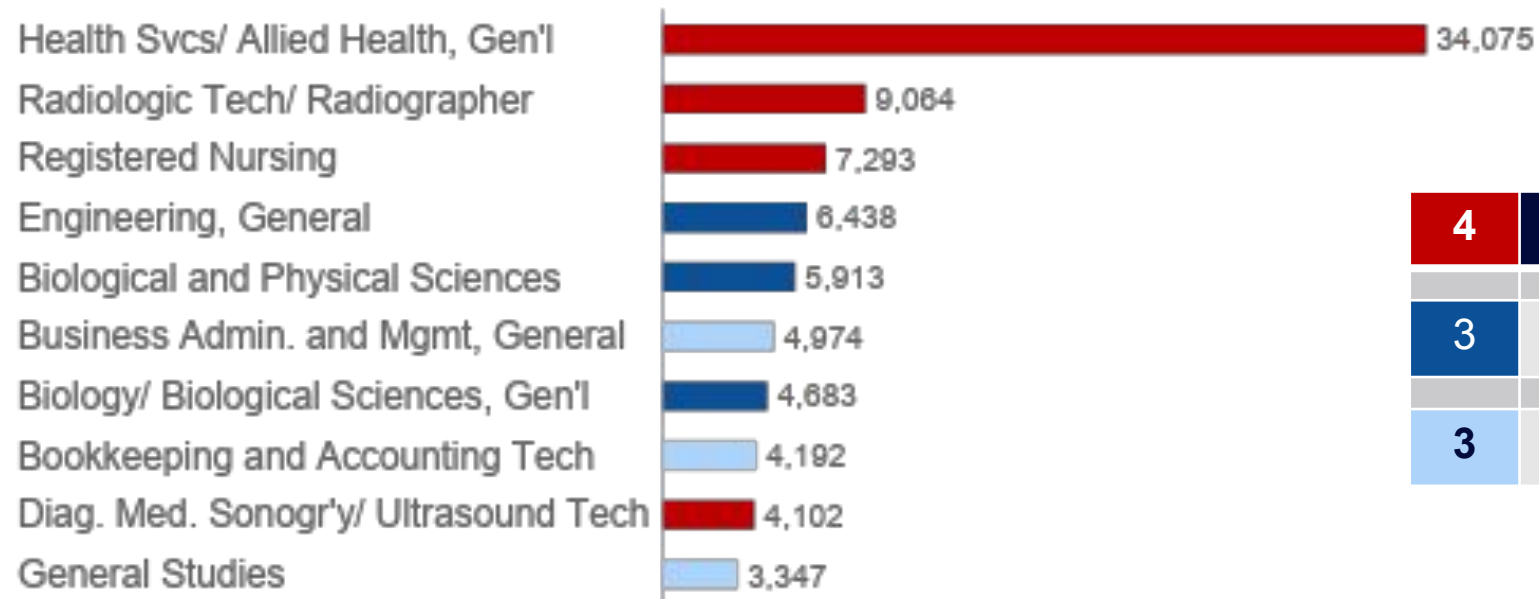
Source: PES Program Enrollment Dashboard



Associate Fall Enrollment Year-over-Year Unit Change

In Fall 2025, Allied Health grew by 34,000 students.

US Fastest-Growing Fall Enrollment
Associate Programs Unit Change

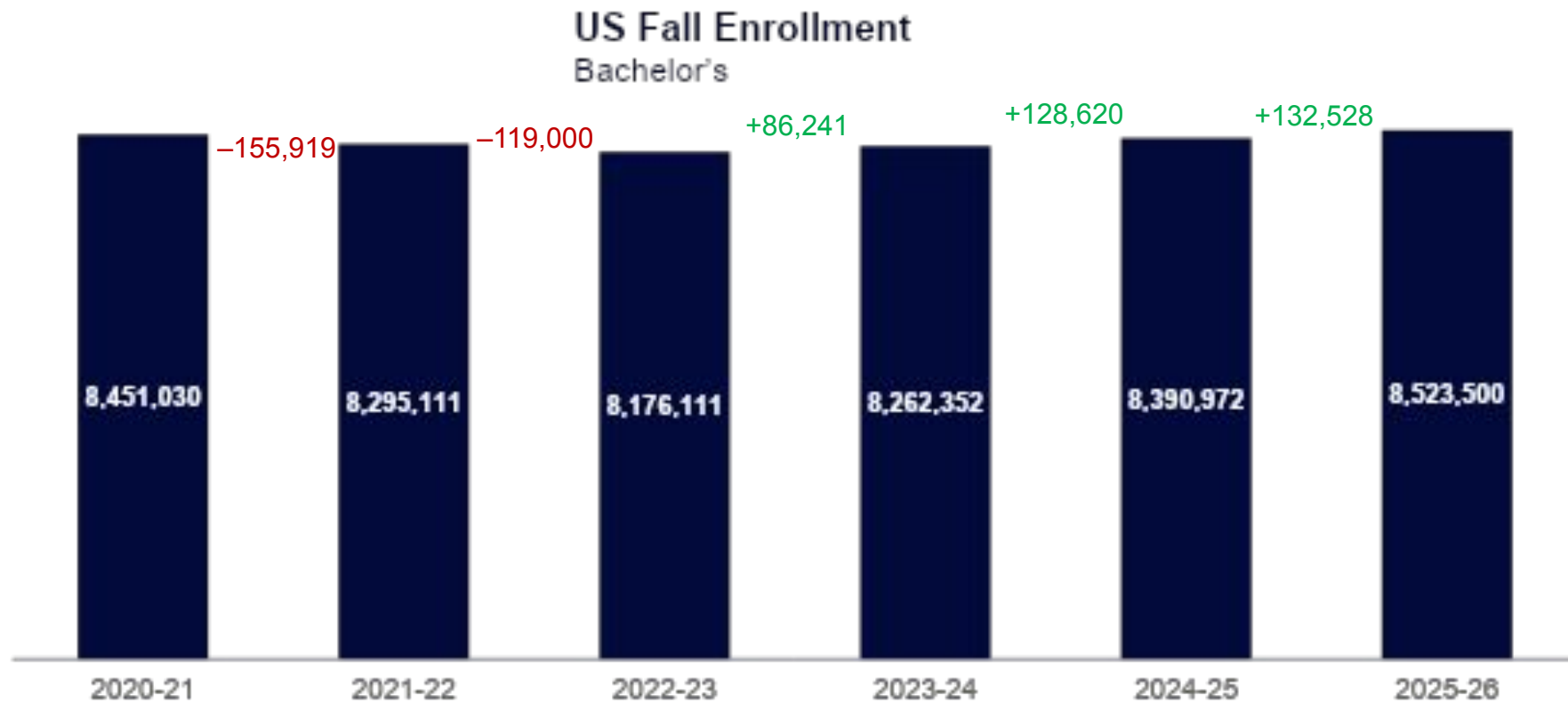


4	
3	STEM
3	Other



Fall Enrollment: Bachelor's

In Fall 2025, enrollment at the bachelor's level increased by 132,528 students year-over-year.

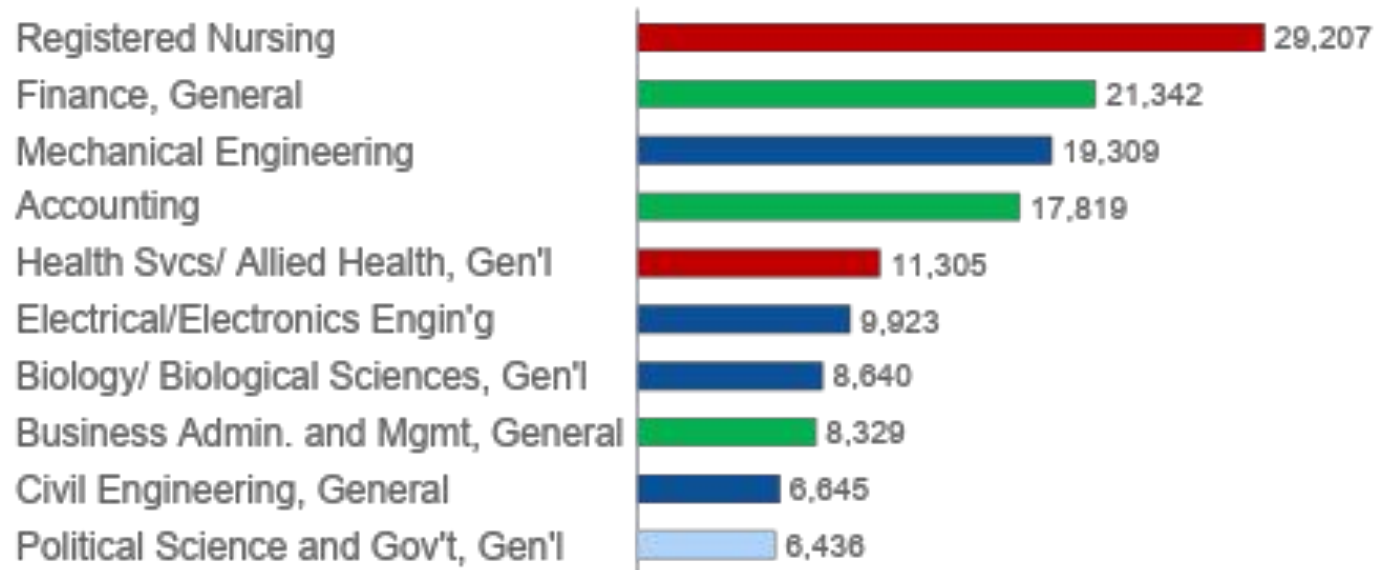




Bachelor's Fall Enrollment Year-over-Year Unit Change

In Fall 2025, Registered Nursing enrollment grew by 29,207 students year over year.

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

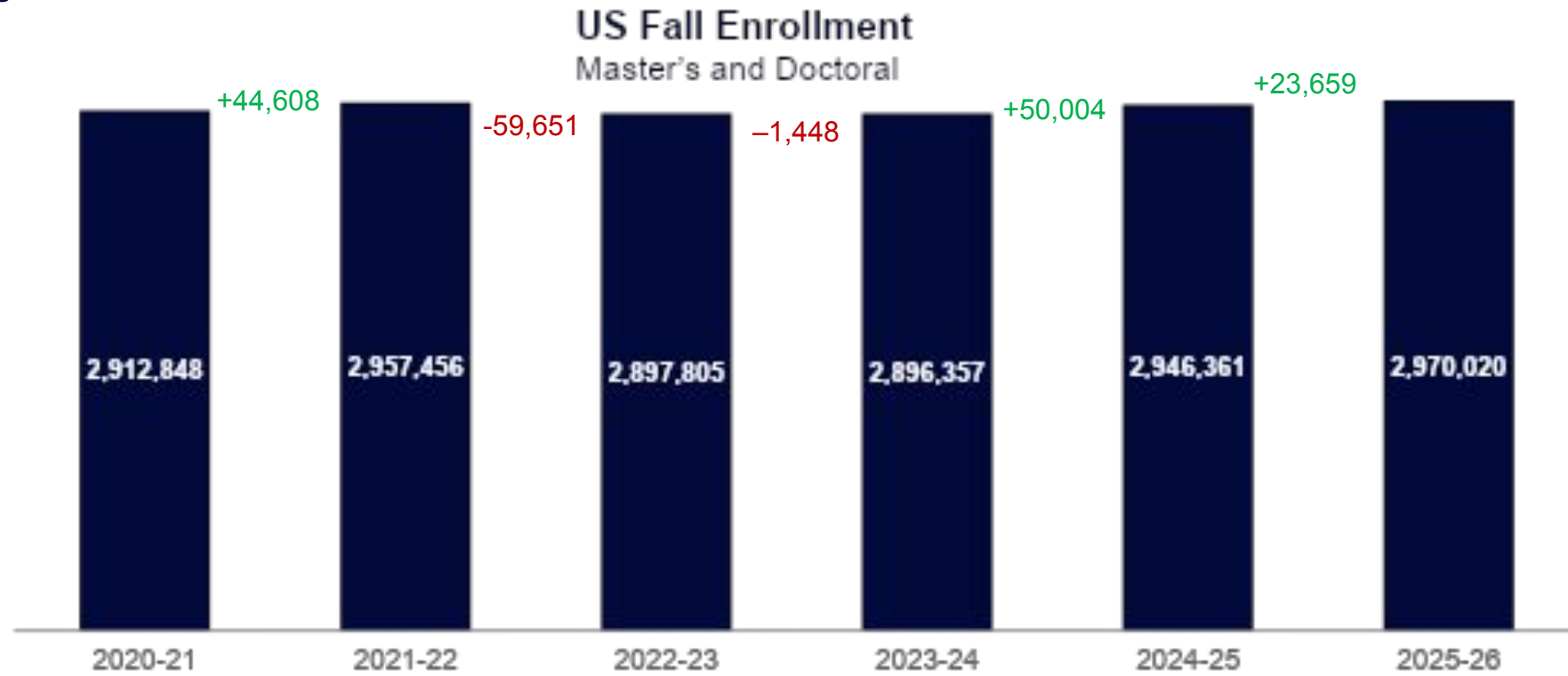


2	
4	STEM
3	Business
1	Other



Fall Enrollment: Master's and Doctoral

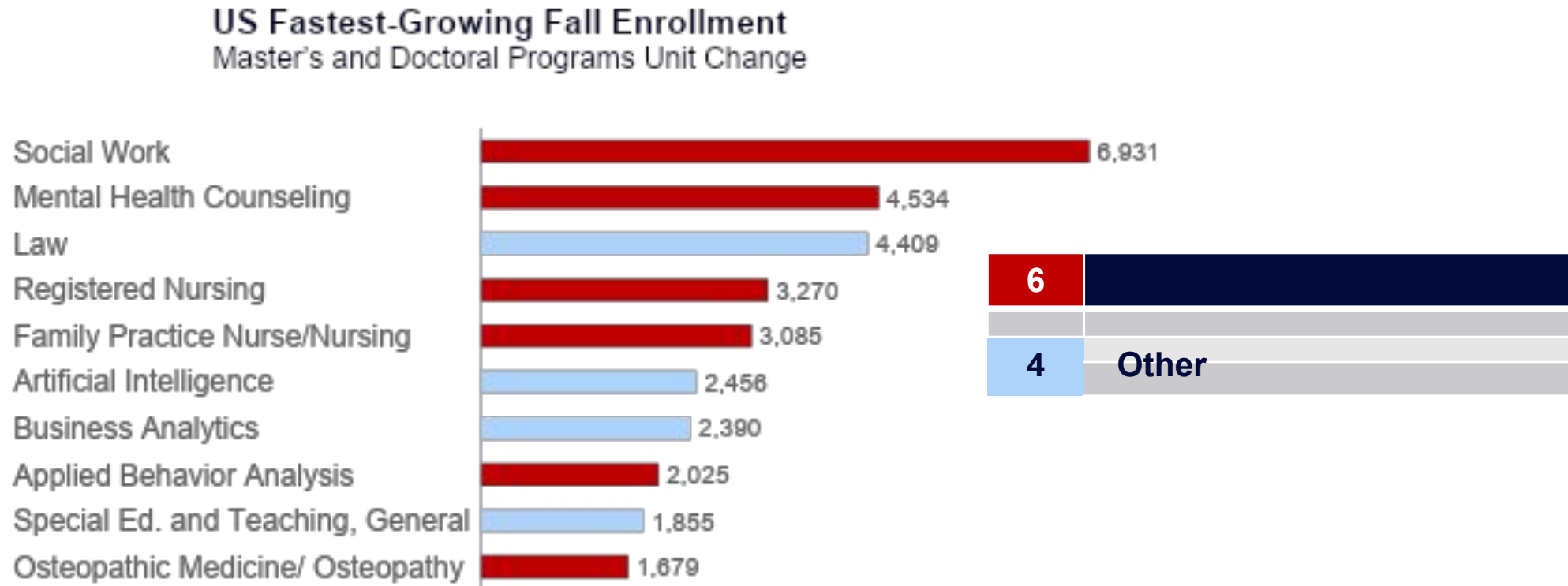
In Fall 2025, enrollment in master's and doctoral programs rose almost 1% to 23,659 students year-over-year.





Master's and Doctoral Enrollment Year-over-Year Unit Change

At the master's and doctoral levels, Social Work increased by over 1,500 year over year.



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Student Demand Indicators: International Demand

Employment: Current Indicators

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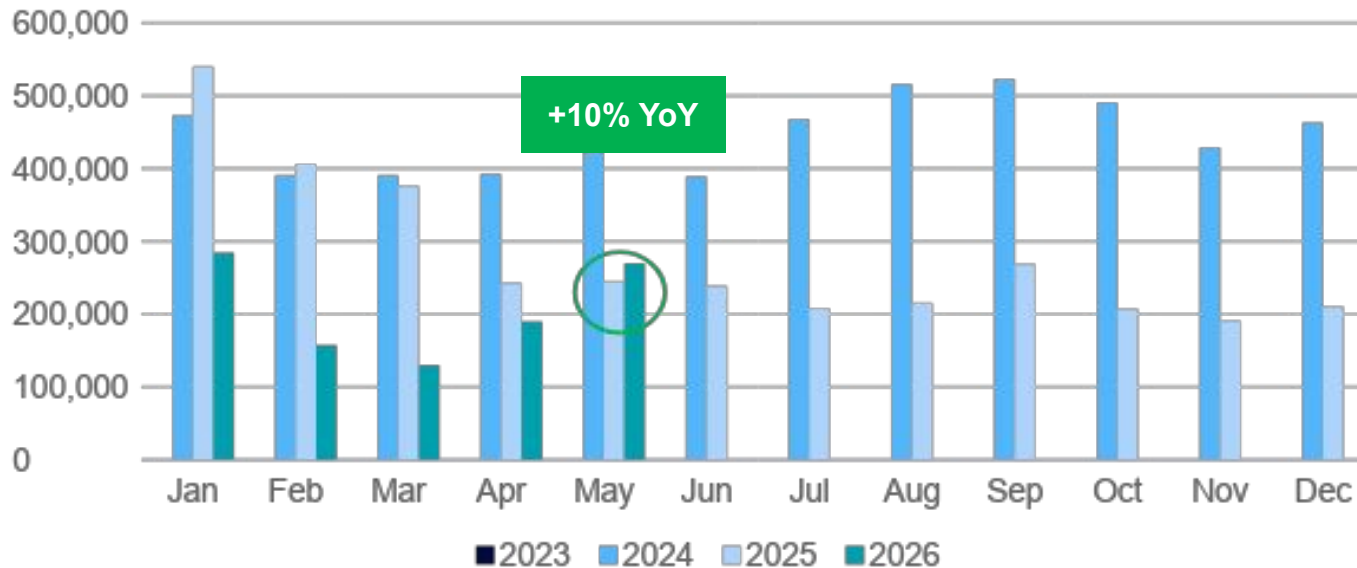


International Student Demand

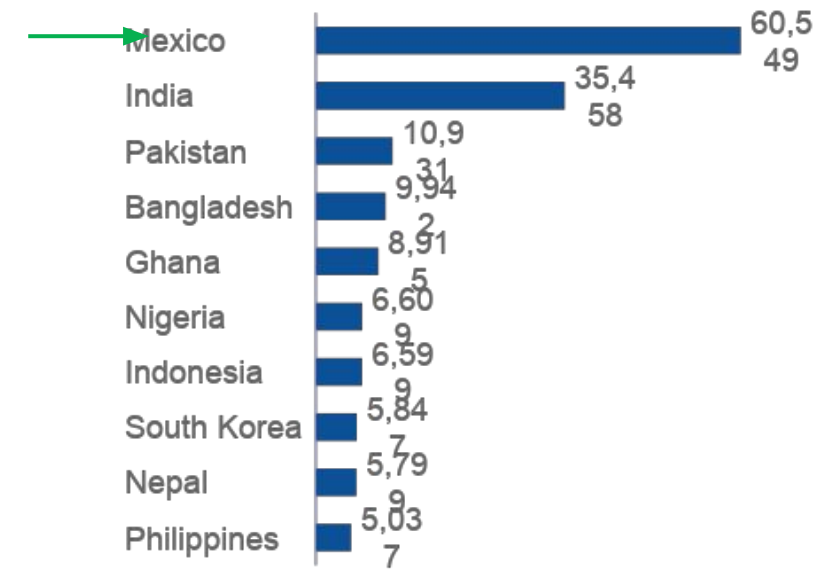
In May 2026, international student interest in US programs rose 10% year over year.*

- Mexico added over 60,000 page views compared to May last year.
- Without Mexico, page views declined 14% year over year.

International Page Views**
2024 - 2026



Highest Page Views, Origin Countries
May 2026



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

*Bachelor's, Master's, PhD only

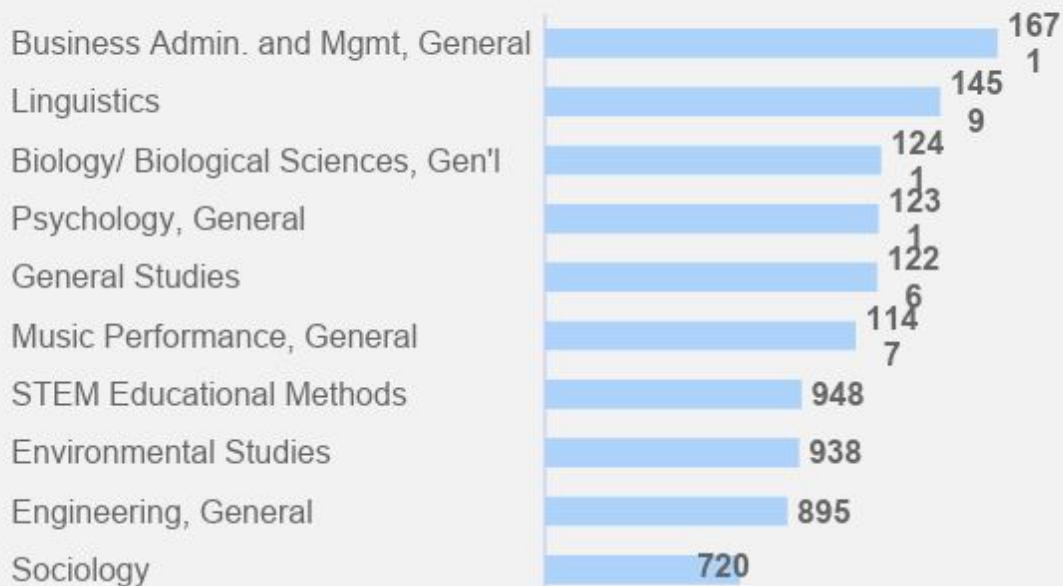


International Page Views: May's Largest Program Unit Change Year-over-Year*

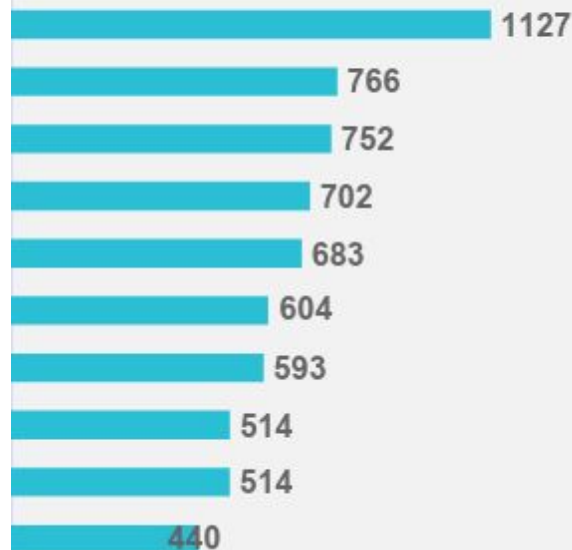
Bachelor's: Business had the greatest change.

Master's and PhD: Psychology had the greatest change.

Largest YoY Unit Change, Bachelor's
May 2026



Largest YoY Unit Change, Master's and PhD
May 2026



*Includes Mexico

Agenda

What is a Program Evaluation System?

Student Demand Indicators: Coursera

Employment: Current Indicators

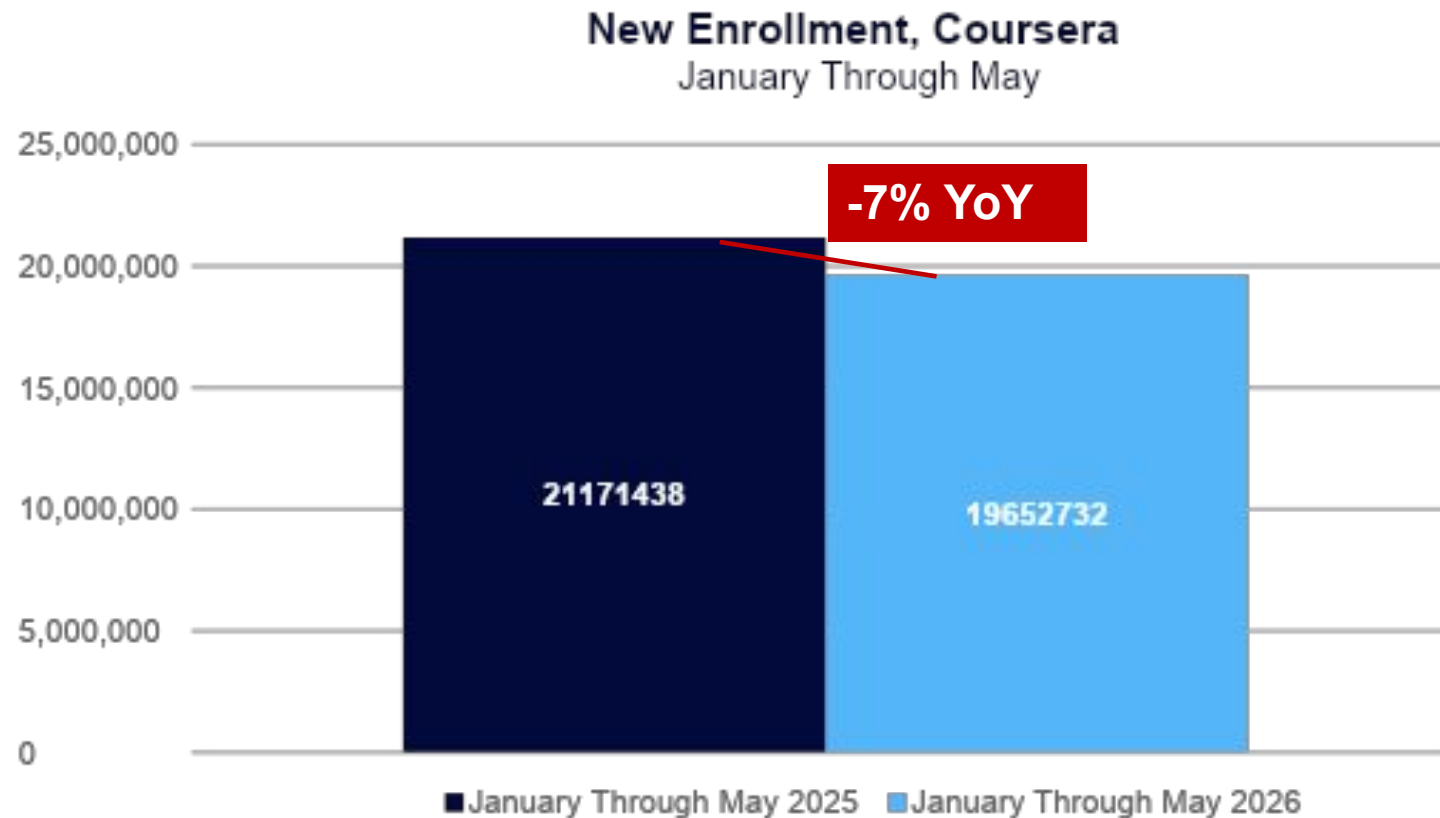
Program of the Month

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Summary



In our data, new enrollment in Coursera slowed in 2026; Coursera disagrees.

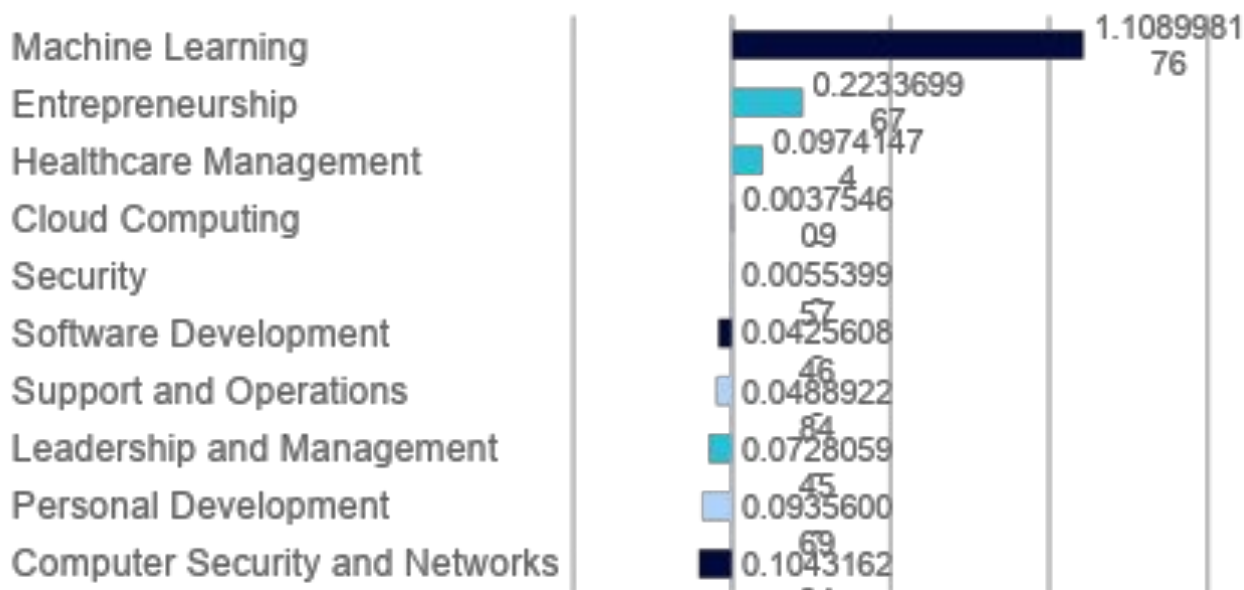




Non-Degree Demand: Coursera

From January through May in 2026, new enrollment in Machine Learning courses grew from 1.7M to 3.6M.

Highest Percent Change in New Enrollment, Categories
January Through May 2026



5	
3	Management
2	Other

Source: PES Non-Degree Dashboard, Coursera

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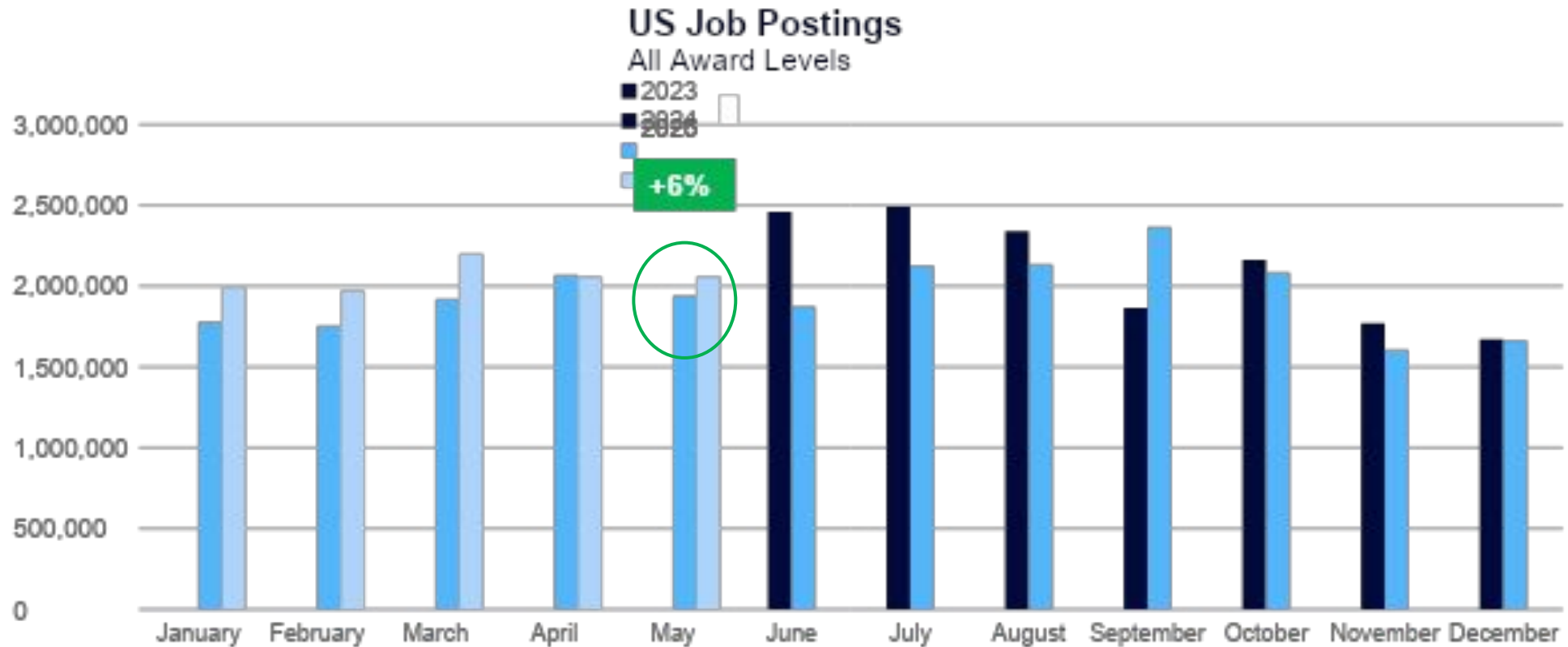
News From the Front

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US Job Postings Trends

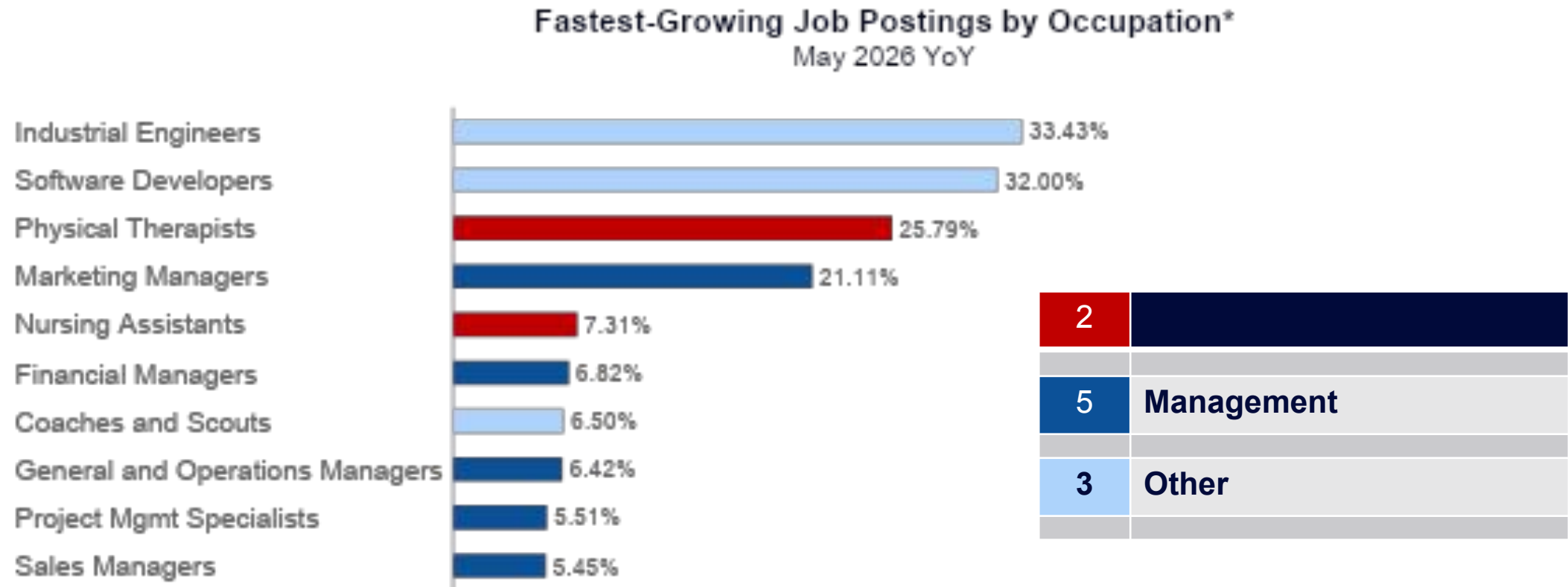
In May, job postings rose 6% year-over-year; postings are up 24% since December.



Source: Gray DI's PES Job Postings Dashboard



Fastest-Growing Job Postings Year-over-Year



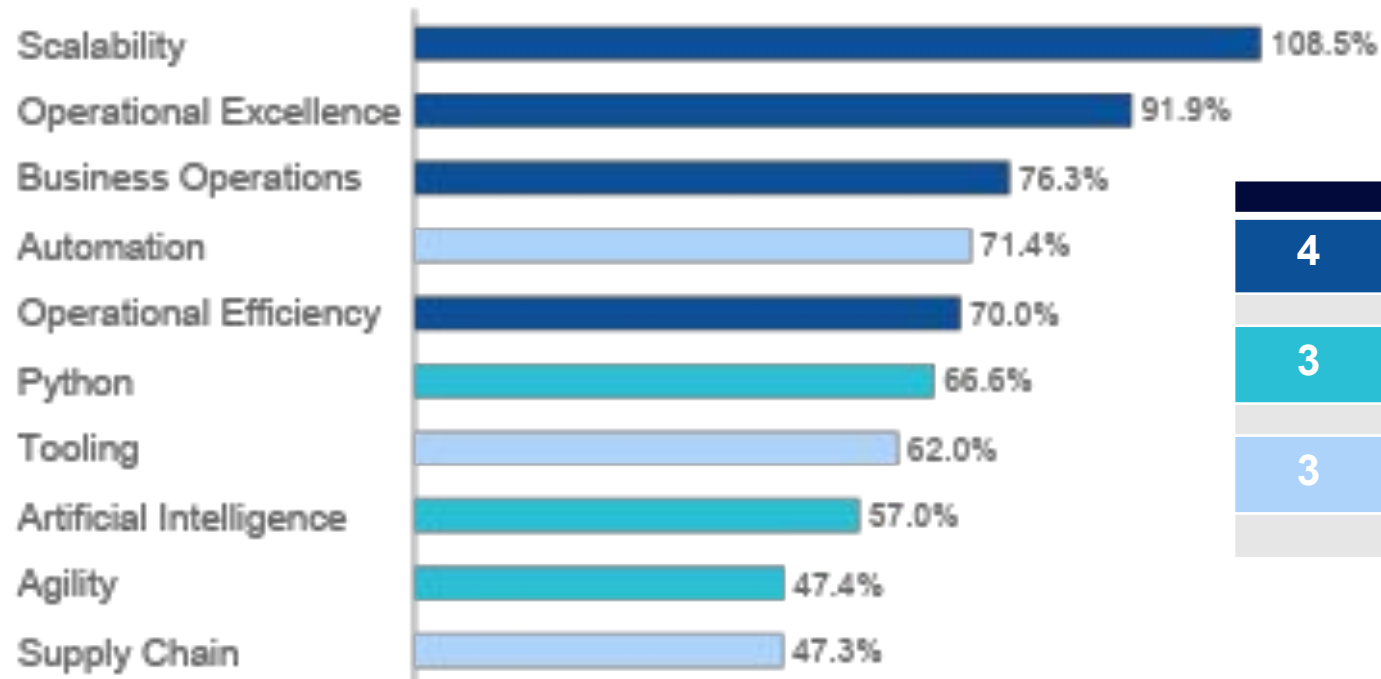
*Minimum 10,000 postings volume
Excludes unskilled labor



Which skills are growing in demand in the US?

In May, demand for skills in business operations had the greatest year-over-year growth.

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



4	Business/Operations
3	Software & Tech
3	Manufacturing/Tools

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Summary



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

US Bachelor's Programs

Program	Total Percentile	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
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
40.0801 Physics, General	98	96	95	90
11.0401 Information Science/ Studies	98	88	96	98
49.0104 Aviation/ Airway Mgmt and Operations	98	93	99	71

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.

- Size metrics are strong.
 - Google searches and new enrollment are in the 94th percentile.
 - Overall completions are in the 96th percentile.
 - Online completions are in the 98th percentile.
- Percent growth metrics are above average.
 - Google rose 16% year-over-year.
 - New student enrollment rose 6%.
 - Completions rose 3%.
- Unit growth is very high: 96-97 percentile

Source: Gray DI's PES Markets

Student Demand		99	
Score	29.2	Percentile	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	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	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

Employment Opportunities

Supply Chain scores in the 92nd percentile for Employment.

- Entry-level job postings and BLS current employment are strong: 97th percentile.
- Year-over-year growth is positive.
 - Entry-level jobs rose 3% year over year.
 - They rose an average of 5% over the last three years.
- Job postings per graduate are above average: 1.6.
- Wages at the bachelor's level are fair.
 - Entry-level wages are in the 77th percentile.
 - Post-entry median with a bachelor's is in the 69th percentile.
- 41% of graduates are underemployed – 73rd percentile.

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: Entry 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: Entry 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 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	
<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	



Alumni Career Paths: What occupations do supply chain graduates go into?

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

- An analysis of 45,483 profiles of Bachelor's graduates in Supply Chain shows they go into 689 occupations.

Largest Volume Individual Profiles by Occupation
US Bachelor's in Supply Chain Graduates



Source: Gray DI's Alumni Dashboard



Competition for Students

Supply Chain scores in the 85th percentile for competitive intensity.

- 161 colleges offer this program.
 - In 2024, 13 additional campuses had completions.
- Median program size is above average (77th percentile). It was flat year-over-year.
- Marketing costs are high.
- 26% of Bachelor's in Supply Chain programs are online.
- 22% of completions are online.

Source: Gray DI's PES Markets

Competitive Intensity			
Score	10.7	Percentile	85
Criterion	Value	Pctl	Score
<u>Volume of In-Market Competition</u>			
→ Campuses with Graduates**	161	6	NS
→ Campuses with Grads YoY Change (Units)**	13	1	NS
Institutions with Online In Market Students**	51	3	NS
<u>In-Market Programs</u>			
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
<u>In-Market Saturation</u>			
→ Google Search * Cost per Click**	18	9	0.3
Google Competition Index**	0.4	30	0.9
<u>National Online Competition</u>			
National Online Institutions (Units)**	51	3	NS
→ Nat'l Online % of Institutions	26%	88	NS
→ Nat'l Online % of Completions	22%	82	NS

Overall Score

Score 66.8 Percentile 98

98

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

Student Demand

Score 29.2 Percentile 99

99

Criterion	Value	Pctl	Score
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Employment

Score 27.0 Percentile 92

92

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Post Entry w Doctoral Median		0	NS
Underemployed	-	-	-
Underemployed Percent of Graduates**	41%	73	2.9
ACS Bachelor's Degree Outcomes*	-	-	-
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% 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

Competitive Intensity

Score 10.7 Percentile 85

85

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

Cost Benchmarking National

	Value	Pctl
Average Cost per SCH Index**	0.81	78
Median Cost per SCH Index**	0.93	64

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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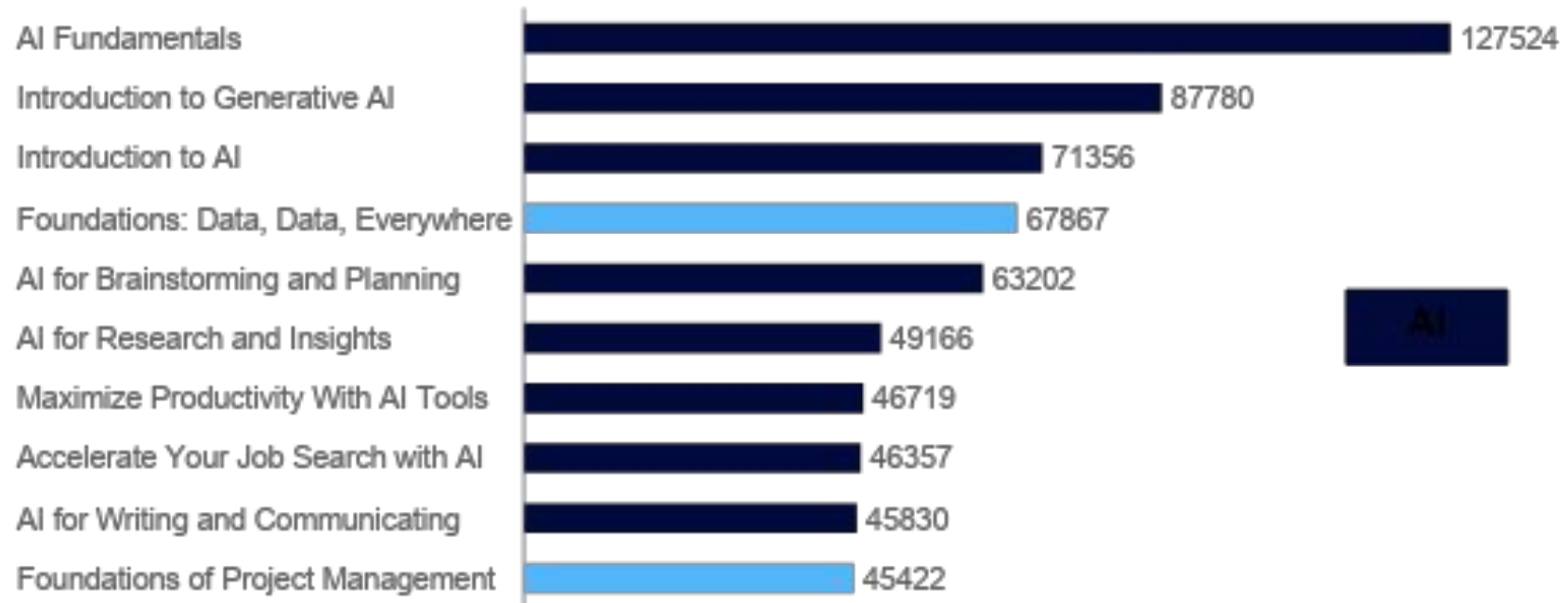
News From the Front

Summary



Coursera: For new enrollment, 8 of the top 10 courses are AI-related.

Highest New Enrollment on Coursera
May 2026





2026 New Artificial Intelligence Academic Program Announcements

In the first half of 2026, about 30 institutions launched AI programs.

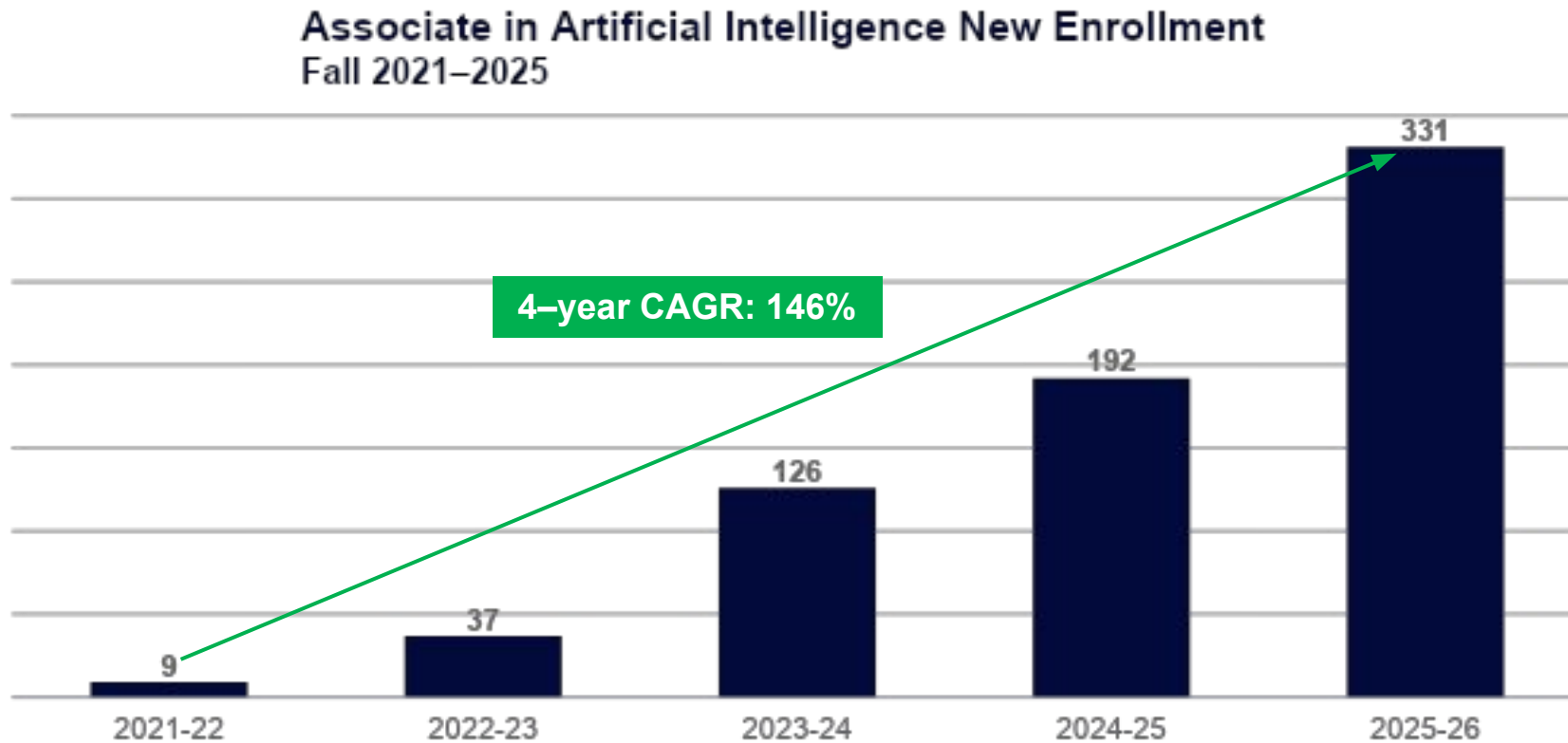
10 Most Recent Announcements: March–June 2026

School	Program	Award Level
University of Utah	Artificial Intelligence	Bachelor's
Syracuse University	Artificial Intelligence Science	Bachelor's
Syracuse University	Artificial Intelligence Science	Master's
Georgia State University	Artificial Intelligence and Business Transformation	Master's
Washington State University	Artificial Intelligence	Master's
Chaffey College	Artificial Intelligence	Associates
Chaffey College	Artificial Intelligence	Undergrad Certificate
Fairfield University	Artificial Intelligence and Business Analytics	Master's
Muhlenberg College	Applied Artificial Intelligence	Bachelor's
Louisiana State University	Artificial Intelligence	Bachelor's



AI New Enrollment: Associate

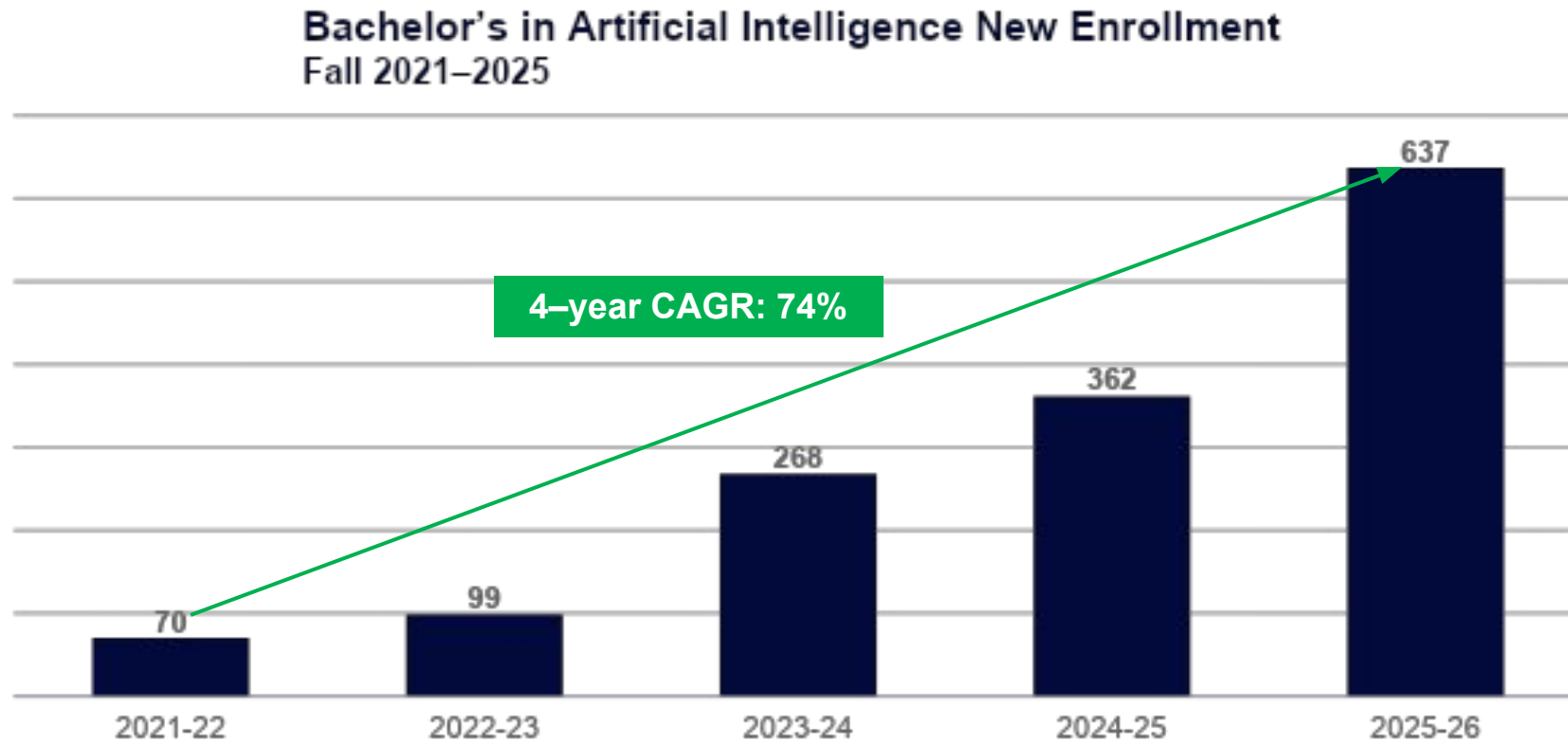
AI Associate programs have grown from 9 to 331 students, with 72% growth in 2025 alone.





AI New Enrollment: Bachelor's

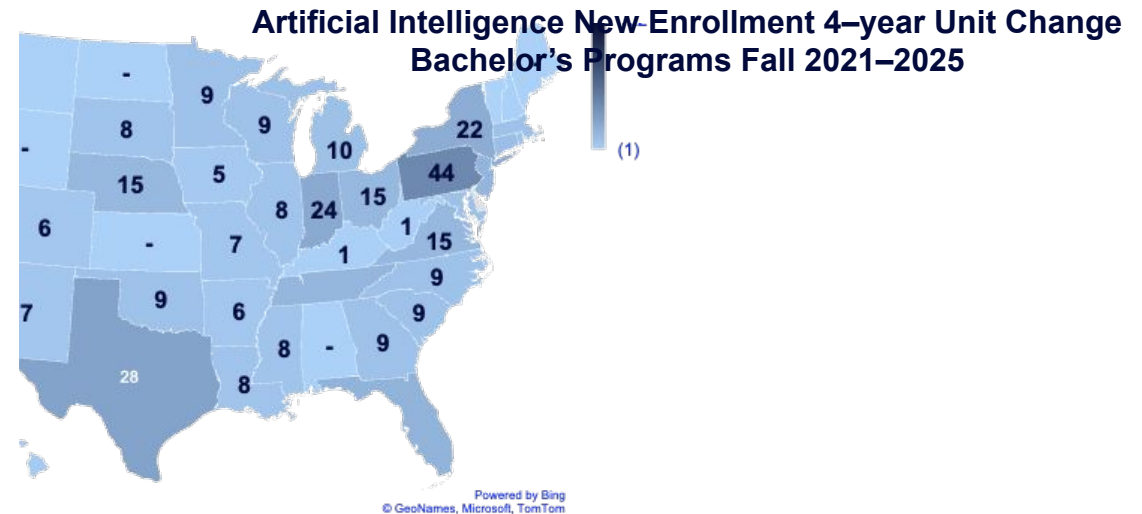
Bachelor's enrollment grew 76% in 2025 alone.





Bachelor's in Artificial Intelligence 4–Year Unit Change

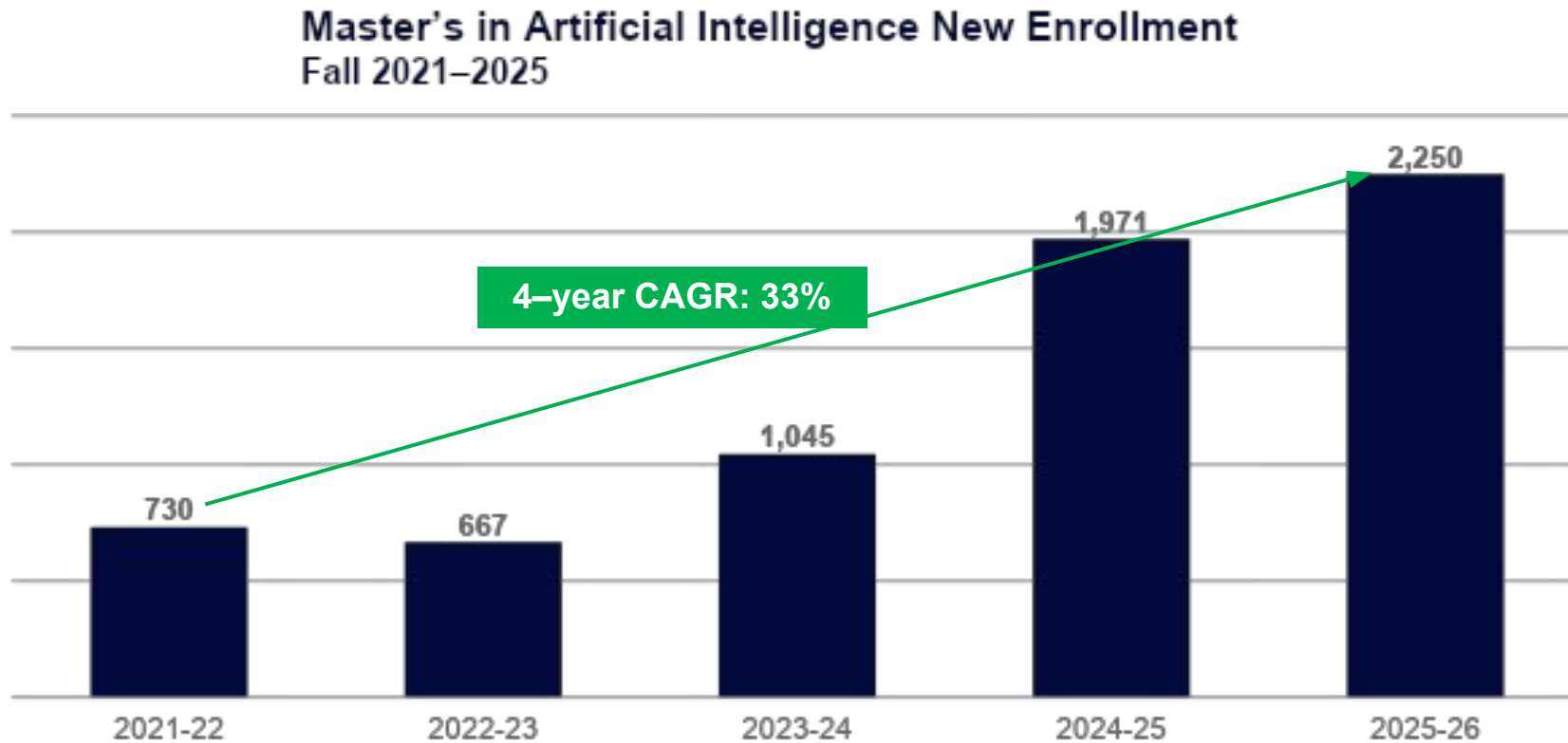
- Bachelor's enrollment grew by over 20 students in six states.
- California led the way with 122
- PA was a distant second with 44
- NY, IN, AZ, and TX all added over 20 students





AI New Enrollment: Master's

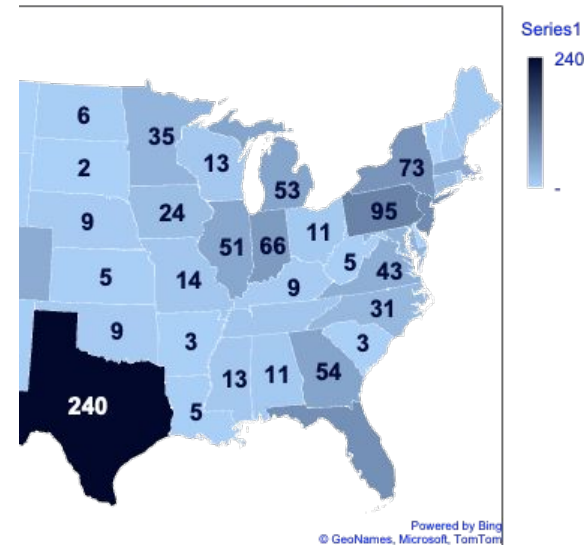
In 2021, Master's programs already had 730 students; since then, enrollment has tripled.



Enrollment in AI Master's programs is higher.

- Eight states added over 50 new students
- Texas grew the most, with 240
- California was a distant second with 154
- PA added 95

Programs Fall 2021 - 2025





Poll 1: How are you using AI?

- 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 2: What's next? Where are you likely to apply AI at your institution?

- Please list your upcoming AI applications.



AI Trends in Higher Education: Using AI

A perspective on the impact of general AI; better tools are essential.

"Our students are getting butchered by general AI, which is an answer machine.

They think they are doing the work... but then they get slayed on tests.

When they move to higher level courses, they can't do the work.

If the Tutor works as advertised, it will be a huge leap forward."

Department Chair, Mathematics

Public Four-Year College

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Summary

- In May 2026, Google searches for academic programs fell 27% year-over-year.
 - Drafting and Design Tech program searches increased 1278%.
- In Fall 2025, new enrollment at community colleges rose 3% YoY; bachelor's by 2%; graduate by 1%.
 - Certificate: General Studies had the highest year-over-year growth.
 - Associate: Allied Health grew the most.
 - Bachelor's: Registered nursing had the highest growth.
 - Master's and Doctoral: Social Work grew the most.
- In May 2026, US job postings rose 6% year-over-year.
 - Industrial Engineers and Software Developers were the fastest-growing occupations.
- Student demand and employment for a Bachelor's in Supply Chain Management are strong.
 - Demand and employment metrics grew year-over-year.
- A well-built AI can support your institution at every stage of the student lifecycle.
 - Students are increasingly choosing to enroll at schools that use AI.
 - It improves retention.
 - At scale, it helps students land good jobs.



Try our student success suite!

Go to our website: <https://www.graydi.us/ai-companions>

The screenshot shows a dark blue interface for 'CoCo Courses AI Learning Companion'. On the left, the text reads 'BRIDGE THE SUPPORT GAP FOR EVERY STUDENT.' followed by a blue button labeled 'COLLEGE COMPANIONS'. Below this, it says 'Give every student 24/7 support for their classes and career search – delivered with the faculty and administrative controls higher education institutions expect.' A small blue cartoon character is at the bottom left. On the right, a chat window shows a conversation: CoCo says 'Hi! I'm CoCo. How can I help you?', a user asks 'What classes should I focus on if I want a career in data analytics?', and CoCo responds 'Great question! Let's explore the skills employers are looking for and the courses that can help you build them.' At the bottom right is a red button that says 'Launch Live Demo' with a cursor icon.

Attend July's Monthly Webinar!

July 30th
2 PM ET

