



Demand for Higher Education Programs

September 24th, 2026

Agenda

What Is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

Program of the Month

Summary



Program Evaluation System Overview



Agenda

What Is a Program Evaluation System?

Student Demand Indicators: Google Keyword Searches (Future Indicator)

Employment: Current Indicators

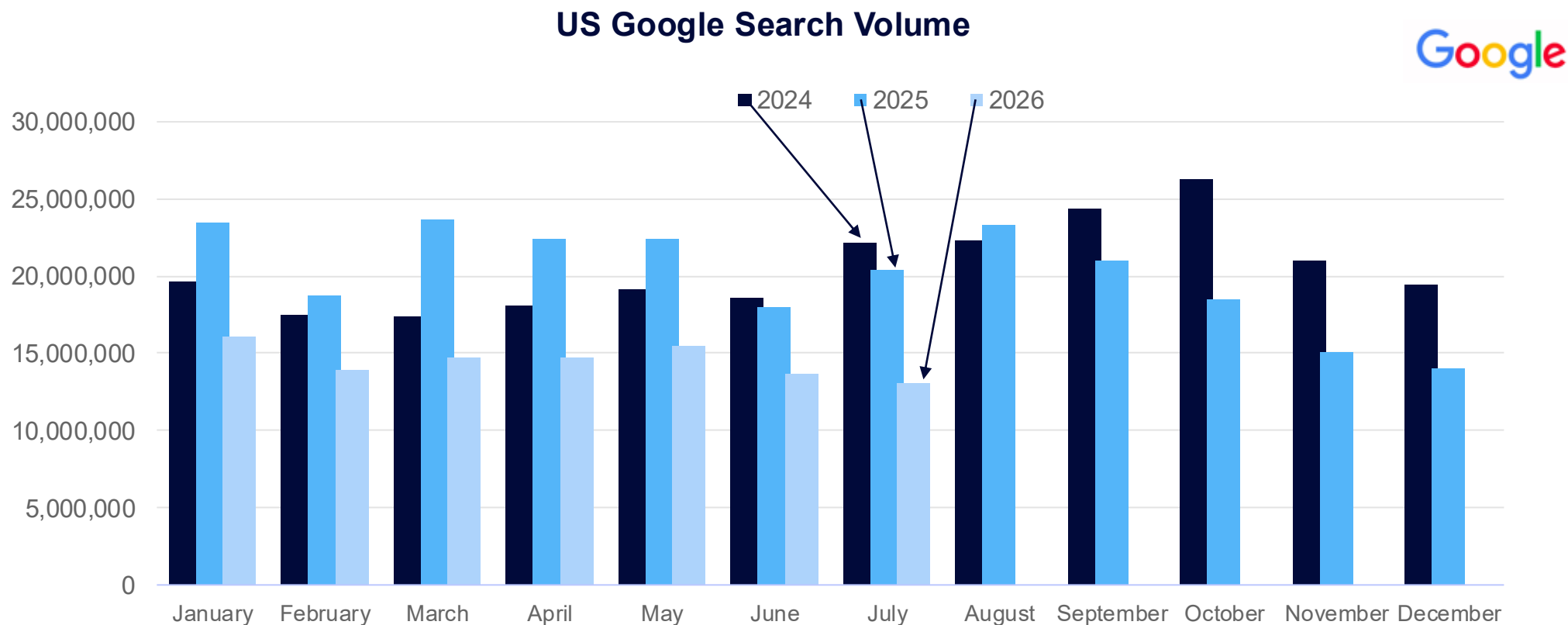
Program of the Month

Summary



Google Search Trends: Programs

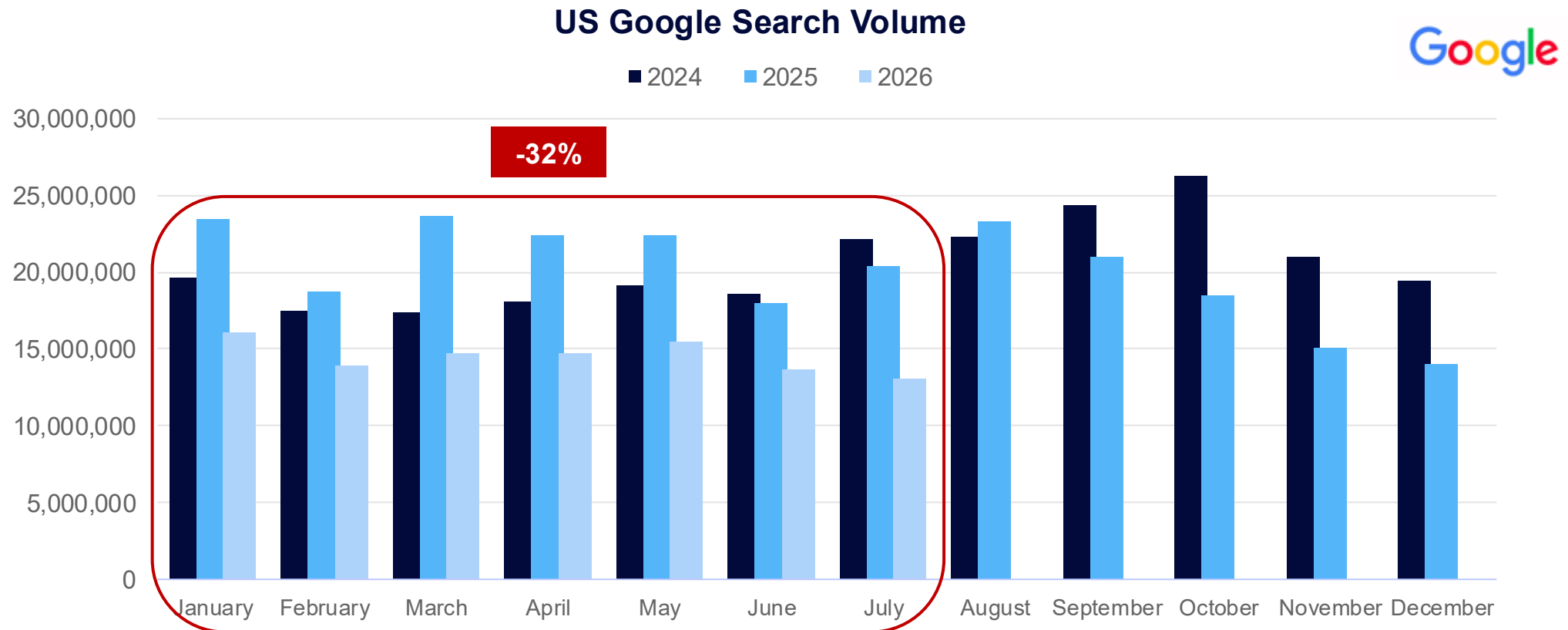
Gray DI tracks searches for over 900 programs, which represent 90% of all US completions.





Google Search Trends: Programs

From January to July, total search volumes for academic programs fell 32% year over year.



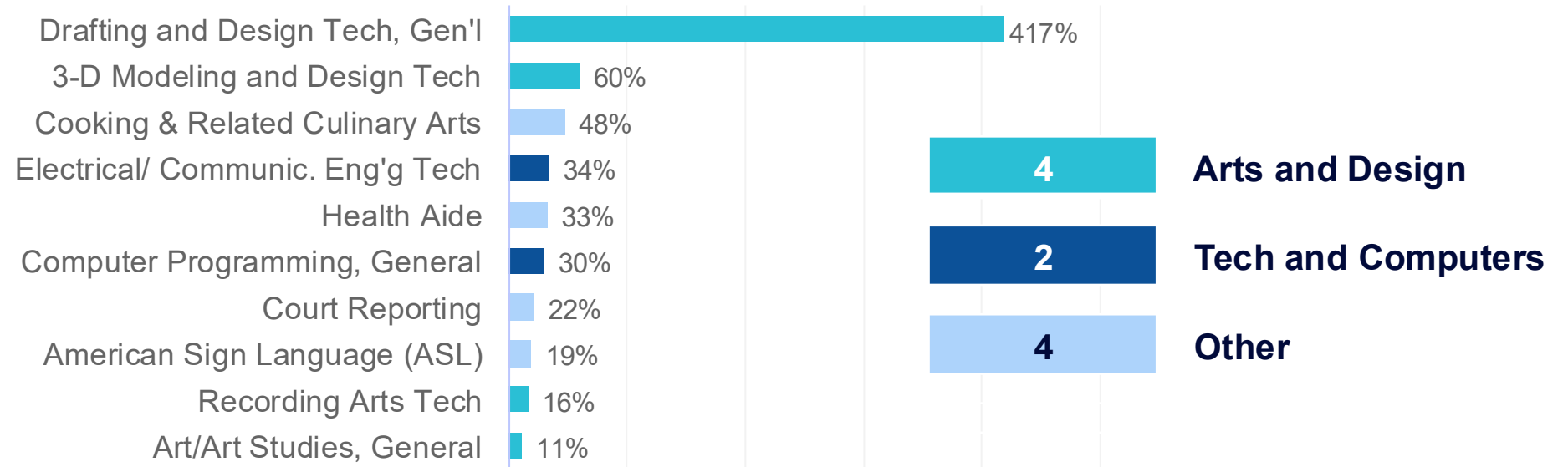
Source: Gray DI's PES Keyword Search Dashboard

Fastest-Growing US Search Volumes (Associate and Certificate Levels)

Drafting and Design Tech continues to dominate program keyword searches.



Fastest-Growing Google Searches* Associate and Certificates Year To Date





Fastest–Growing US Search Volumes (Bachelor’s and Above Levels)

Computer Programming grew 136% year over year.



Agenda

What Is a Program Evaluation System?

Student Demand Indicators: 2025–26 Enrollment (Current Indicator)

Employment: Current Indicators

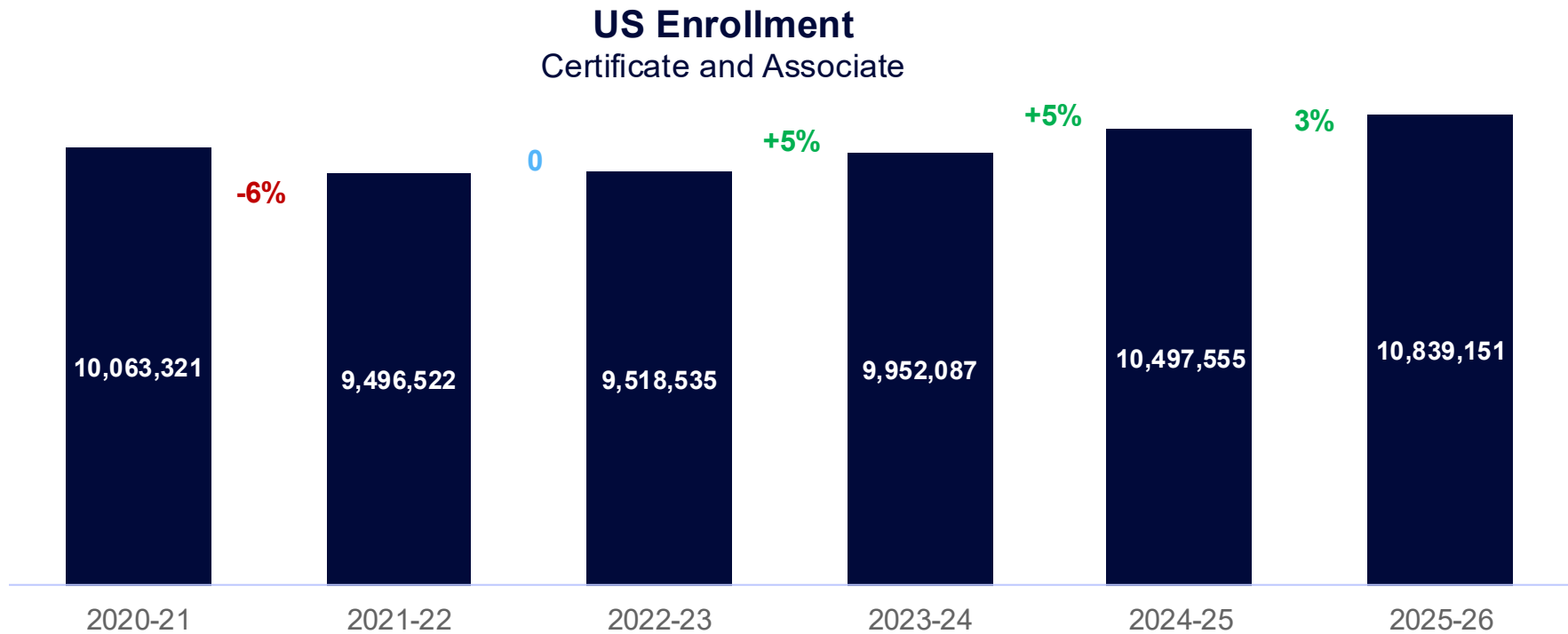
Program of the Month

Summary



Academic Year Enrollment: Certificate and Associate Programs

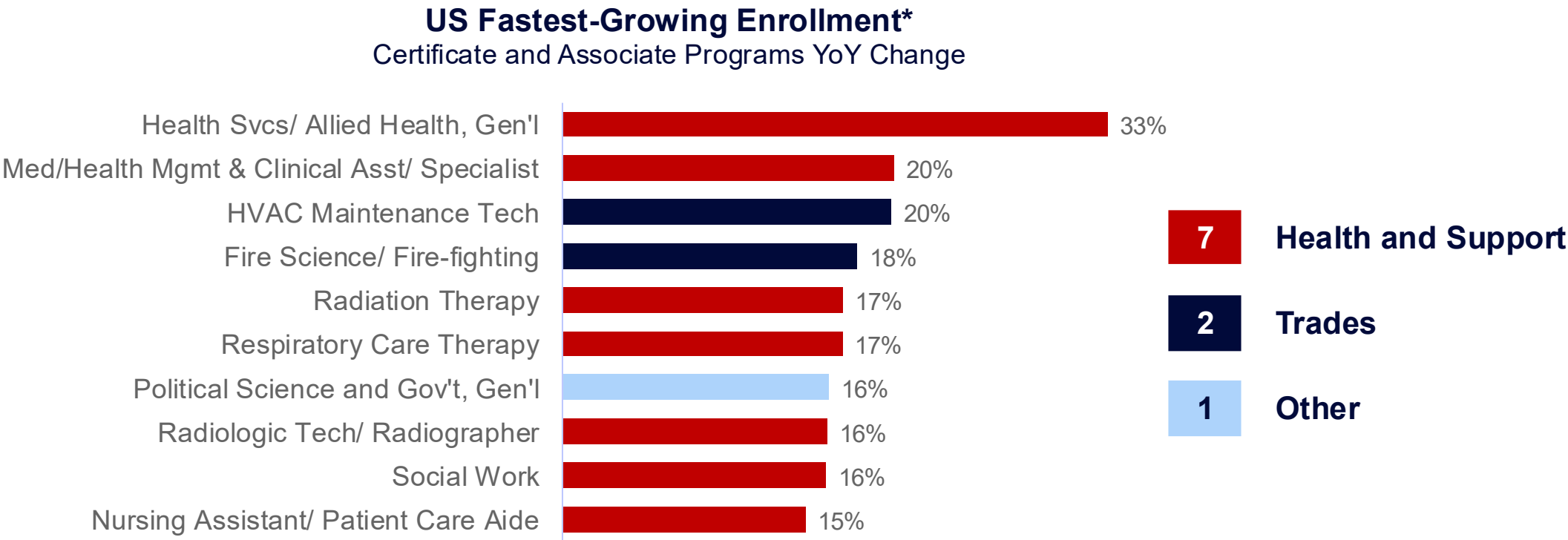
In 2025–26, enrollment grew 3% year over year.



Source: Gray DI’s PES Program Enrollment Dashboard

Associate and Below Enrollment Year-over-Year Growth

Seven out of the 10 fastest-growing programs were in health and support.



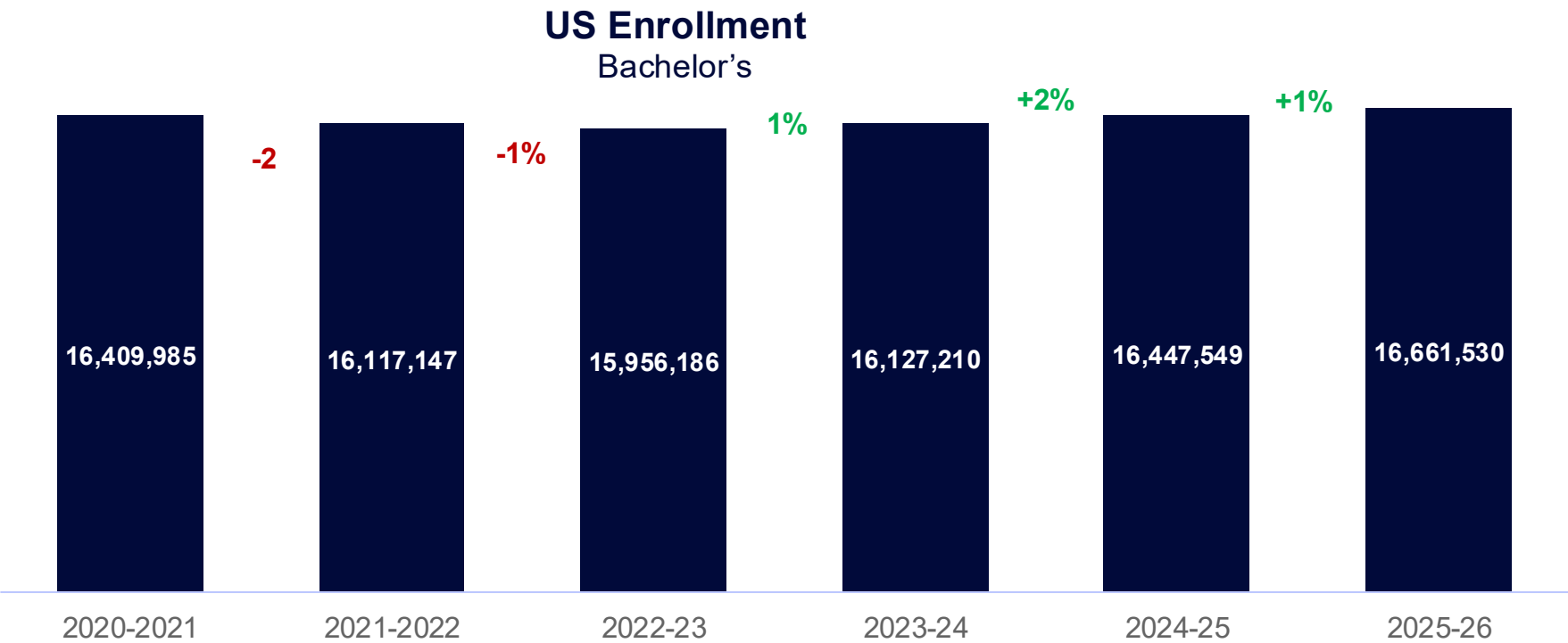
Source: Gray DI's PES Program Enrollment Dashboard

*Minimum 20,000 enrolled prior year.



Academic Year Enrollment: Bachelor's Programs

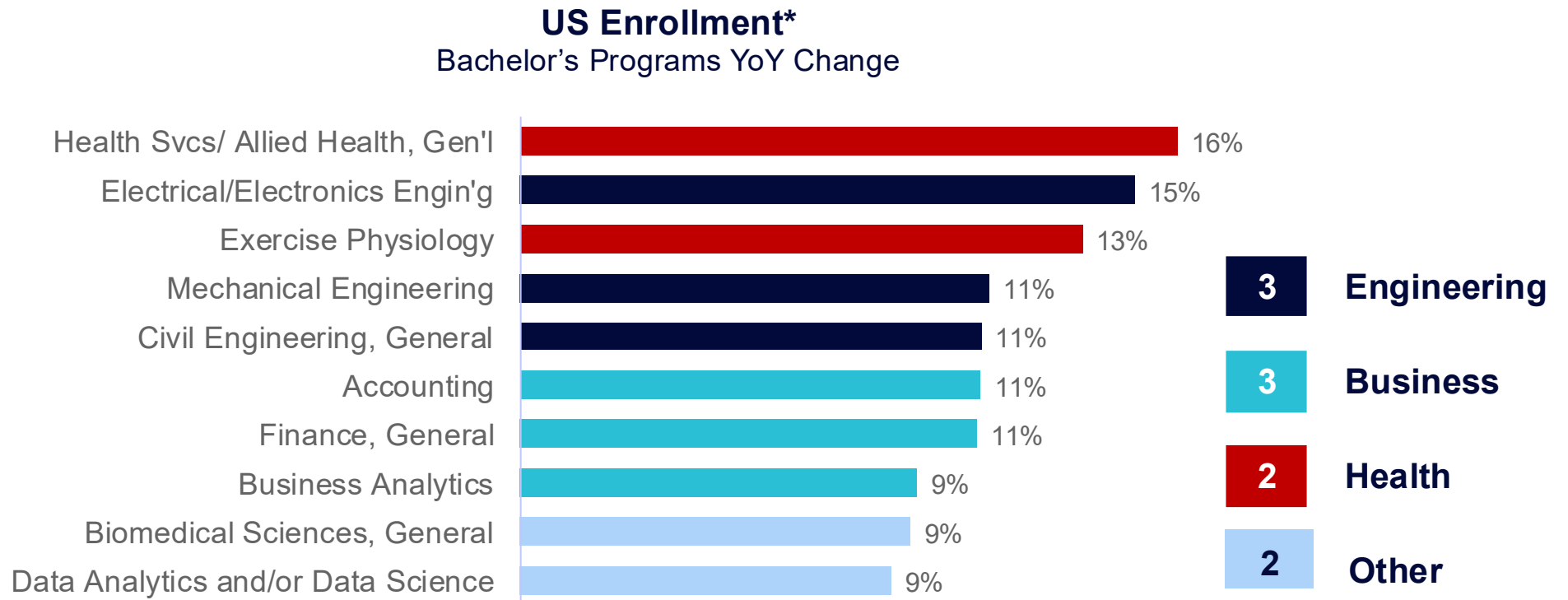
In 2025– 26, bachelor's enrollment grew 1% year over year.



Source: Gray DI's PES Program Enrollment Dashboard

Bachelor's Enrollment Year-over-Year Change

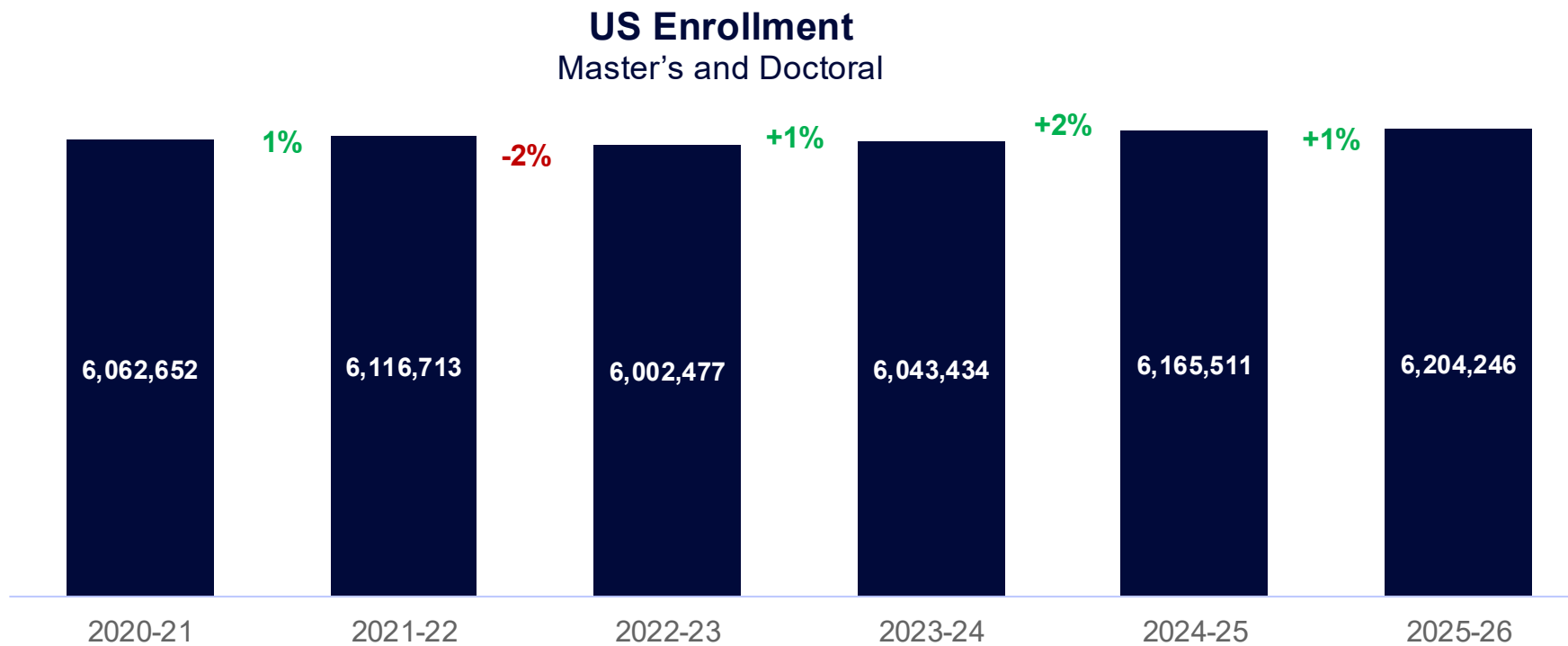
In 2025–26, Allied Health grew 16%.





Academic Year Enrollment: Graduate Programs

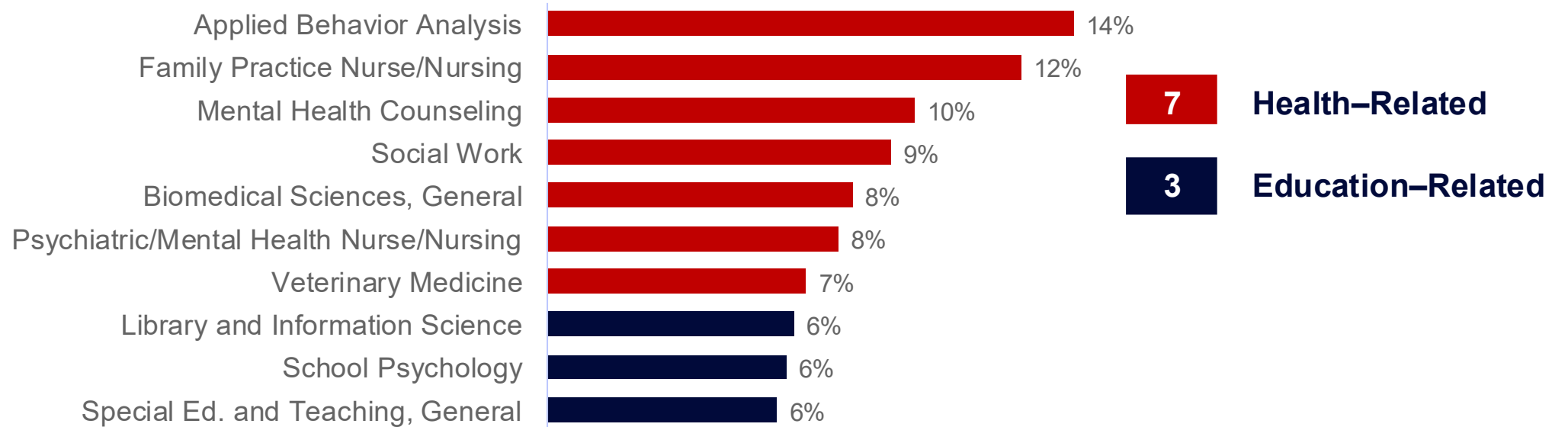
In 2025–2026, graduate enrollment grew 1% year over year.



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

In 2025–26, Applied Behavior Analysis grew 14% year over year.

US Fastest-Growing Enrollment* Graduate Programs YoY Change



Agenda

What Is a Program Evaluation System?

Student Demand Indicators: 2025 IPEDS Completions (Lagging Indicator)

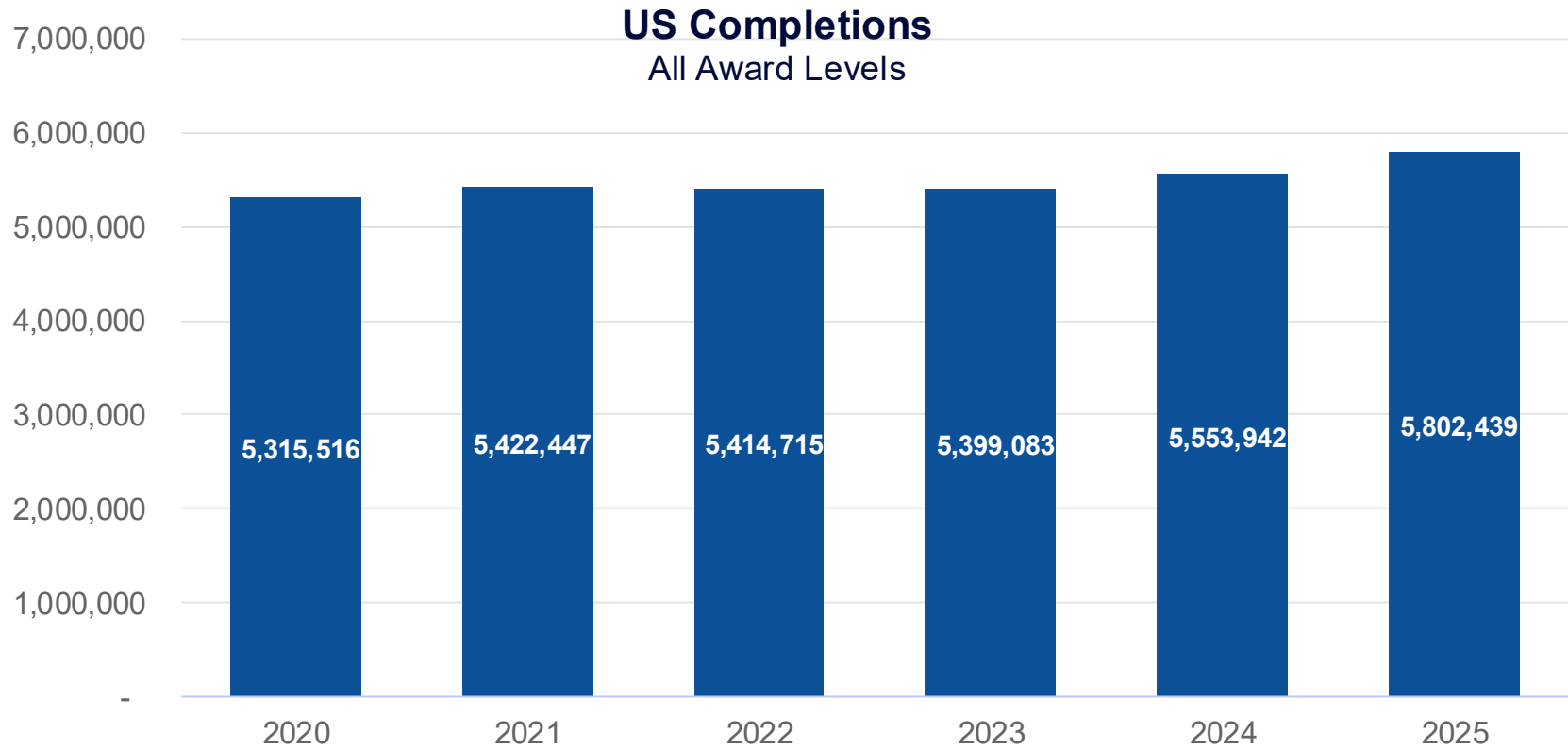
Employment: Current Indicators

Program of the Month

Summary



IPEDS released its 2025 Completions, and the story is: Growth

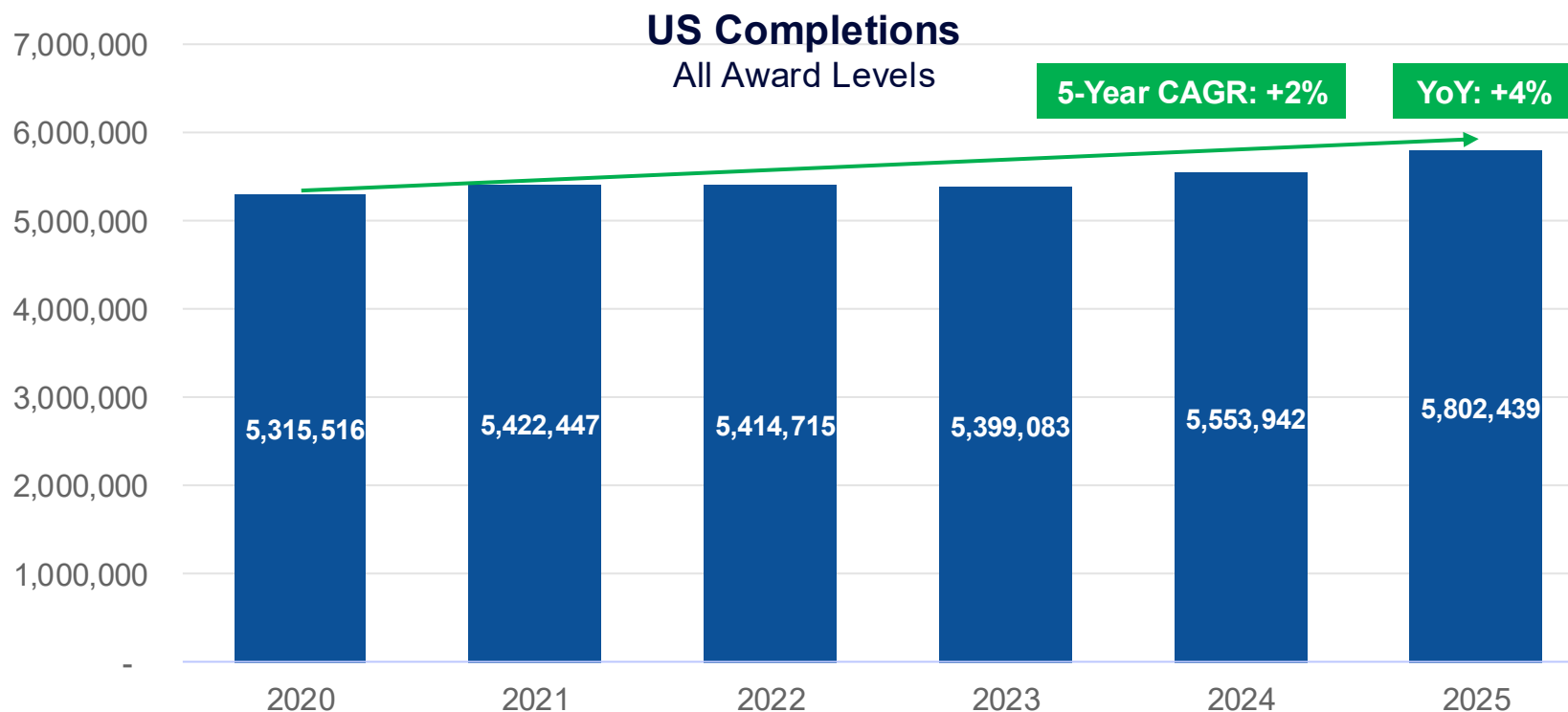


Source: Gray DI’s analysis of 2025 IPEDS Completions data, PES Markets



In 2025, Completions rose 4% year over year.

From 2020 to 2025, Completions grew an average of 2% annually.

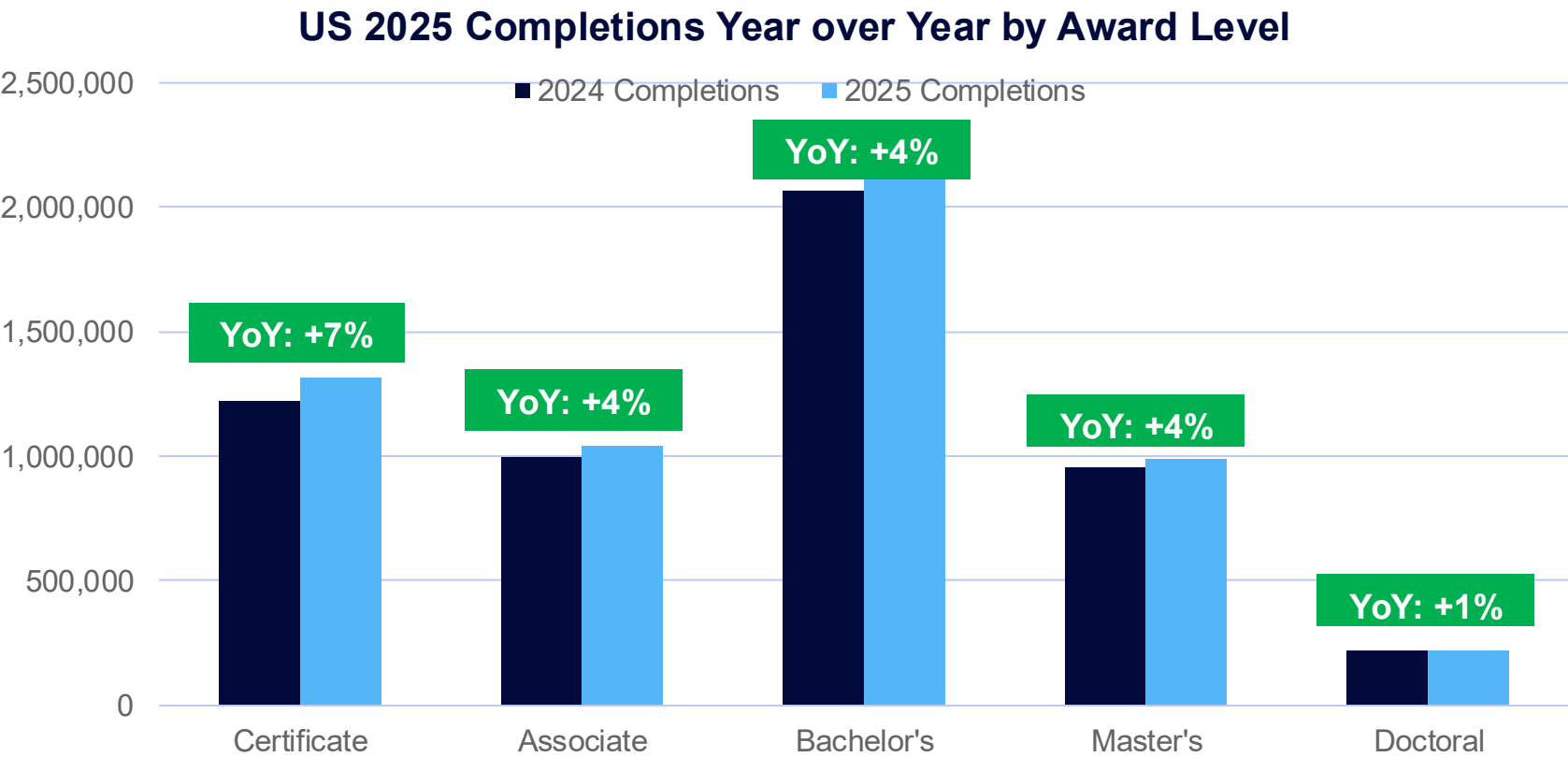


Source: Gray DI's analysis of 2025 IPEDS Completions data, PES Markets



Completions grew at all award levels.

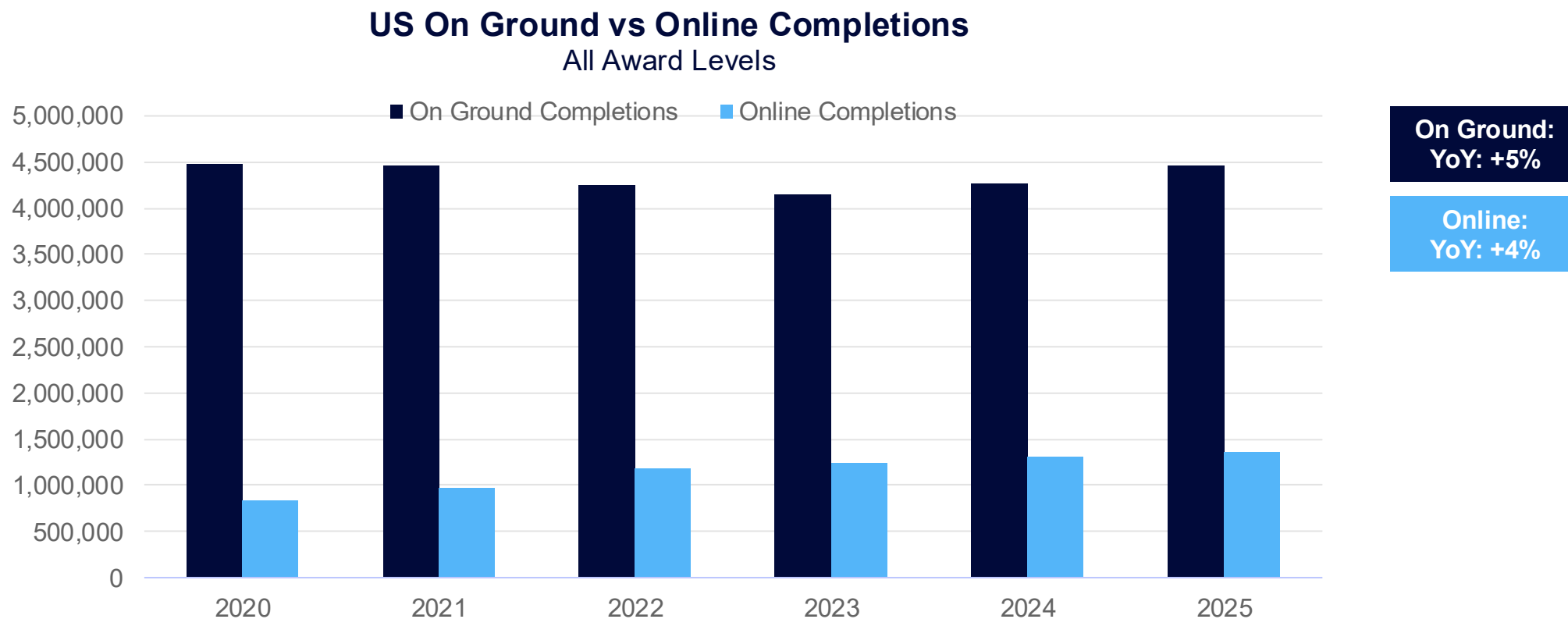
Undergrad Certificates grew 7% year over year.





On–Ground Completions grew one percent more than online.

Our data goes back to 2013; 2025 is the first time on-ground completions grew more than online.

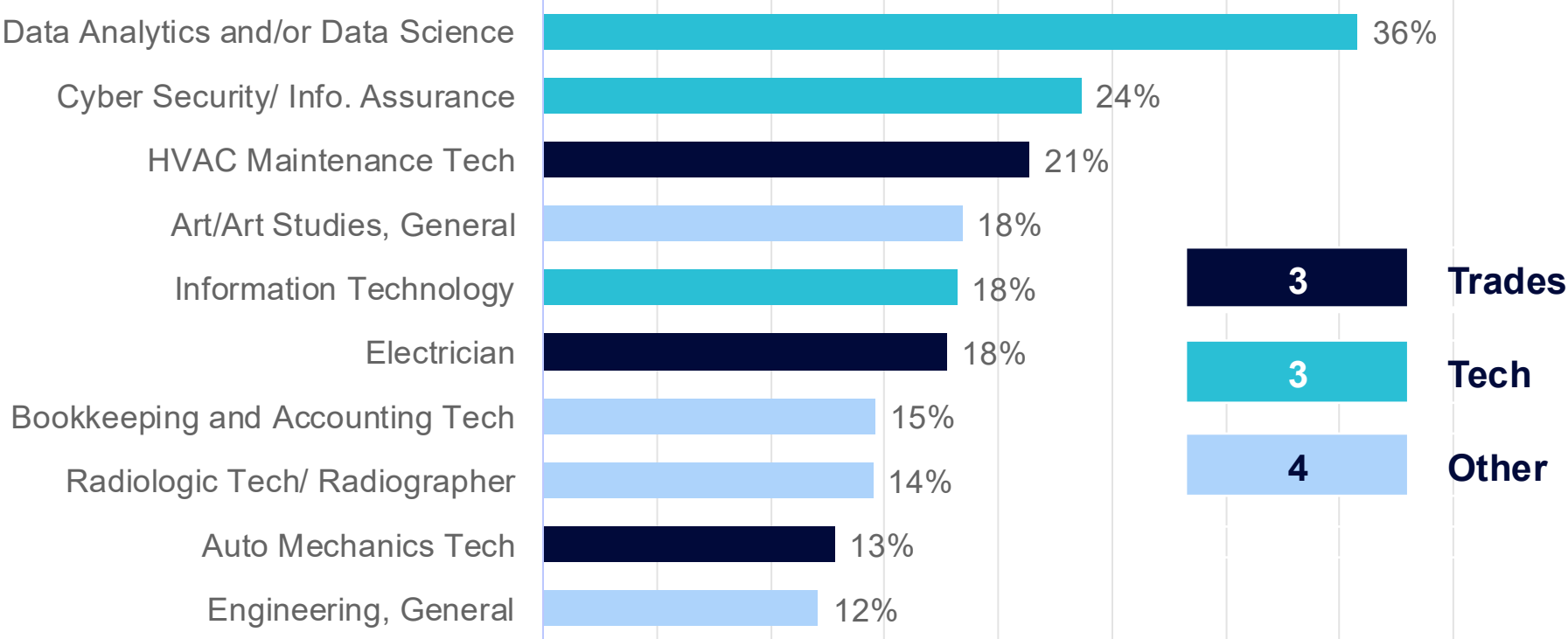


Source: Gray DI's analysis of 2025 IPEDS Completions data, PES Markets



In 2025, Data Science On–Ground Completions grew the most year over year.

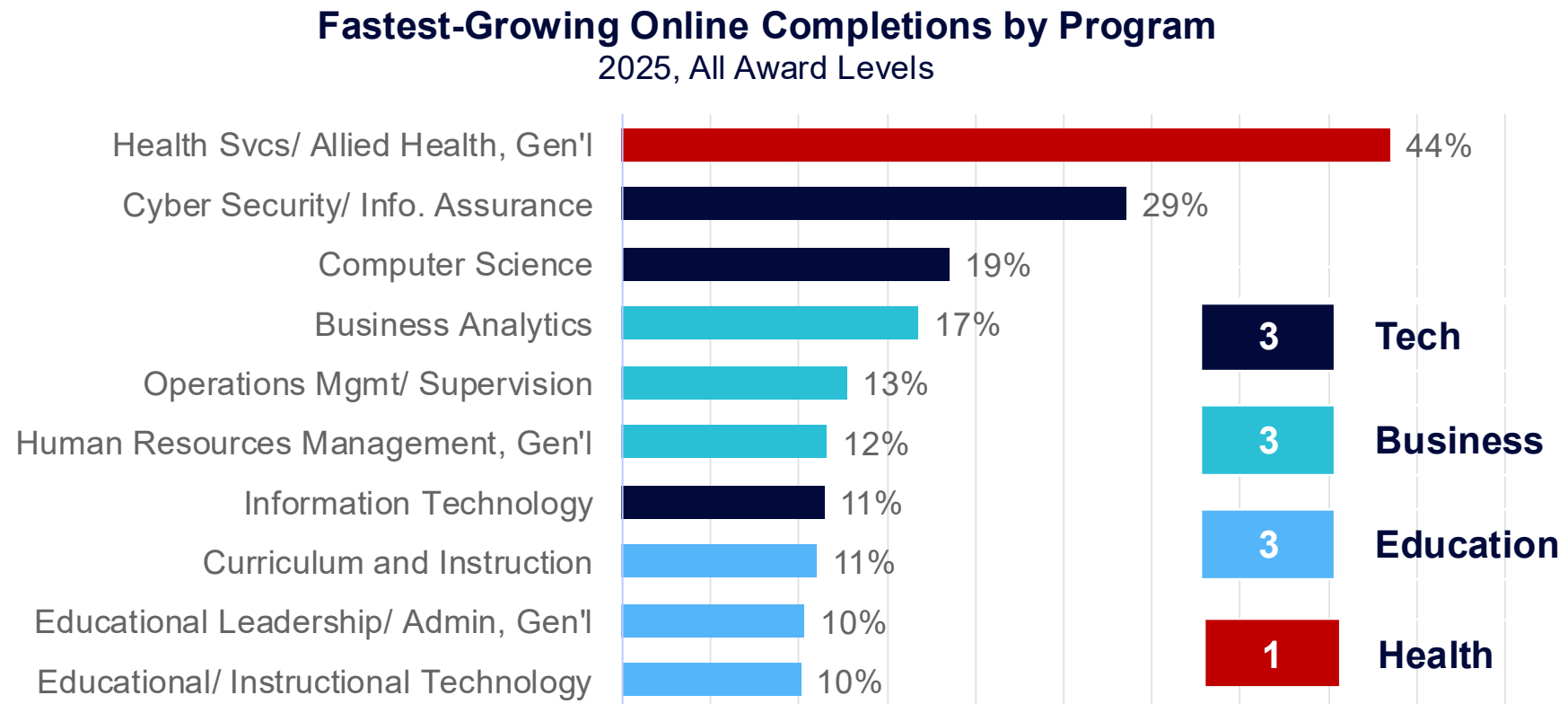
Fastest-Growing On–Ground Completions by Program*
2025, All Award Levels



Source: Gray DI’s analysis of 2025 IPEDS Completions data, PES Markets

*Minimum 10,00 completions prior year.

In 2025, Health Svcs/Allied Health grew the most online.



Source: Gray DI's analysis of 2025 IPEDS Completions data, PES Markets

Agenda

What Is a Program Evaluation System?

Student Demand Indicators: International Demand

Employment: Current Indicators

Program of the Month

Summary



International Student Demand

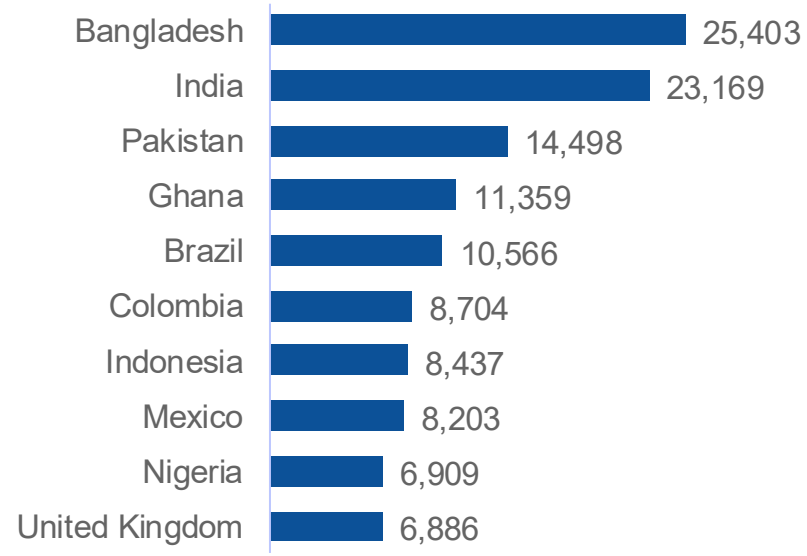
In August 2026, international student interest in US programs rose 8% year over year.

- Bangladesh had the highest page views.

International Page Views
2024 - 2026



Highest Page Views, Origin Countries
August 2026



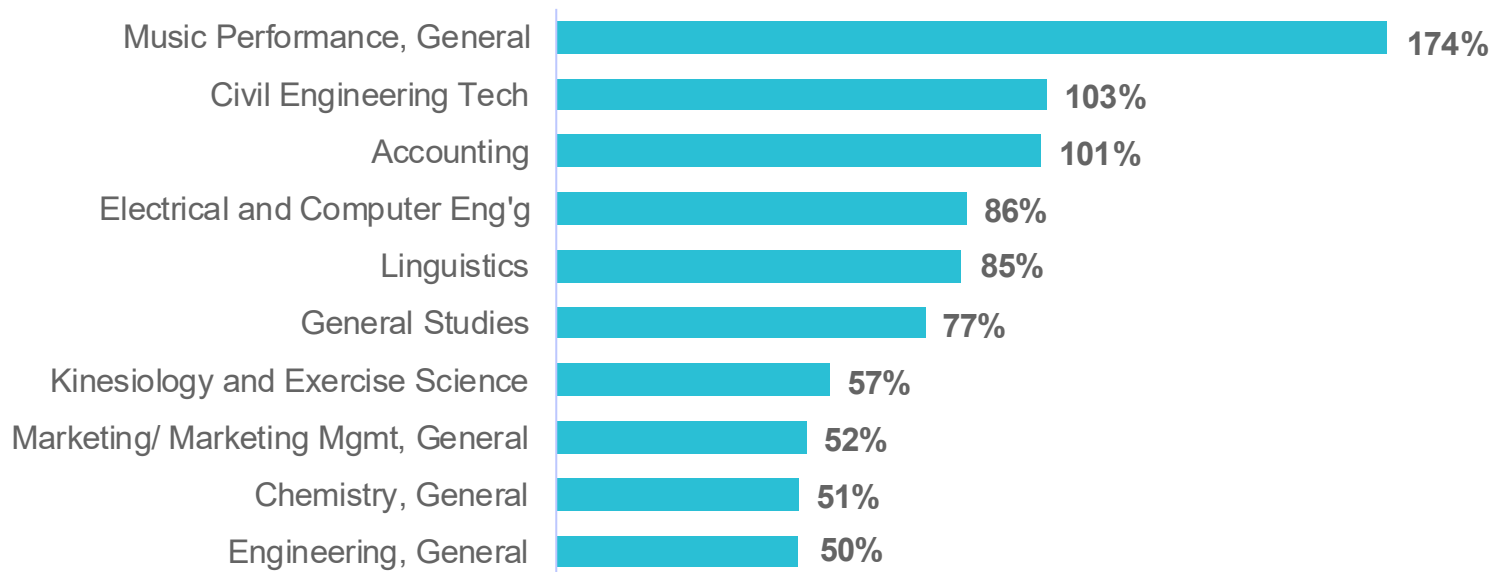


Int'l Page Views: Fastest-Growing Bachelor's Programs Year over Year

In August, Music Performance grew 174% year over year.

Largest YoY Growth, Bachelor's Programs*

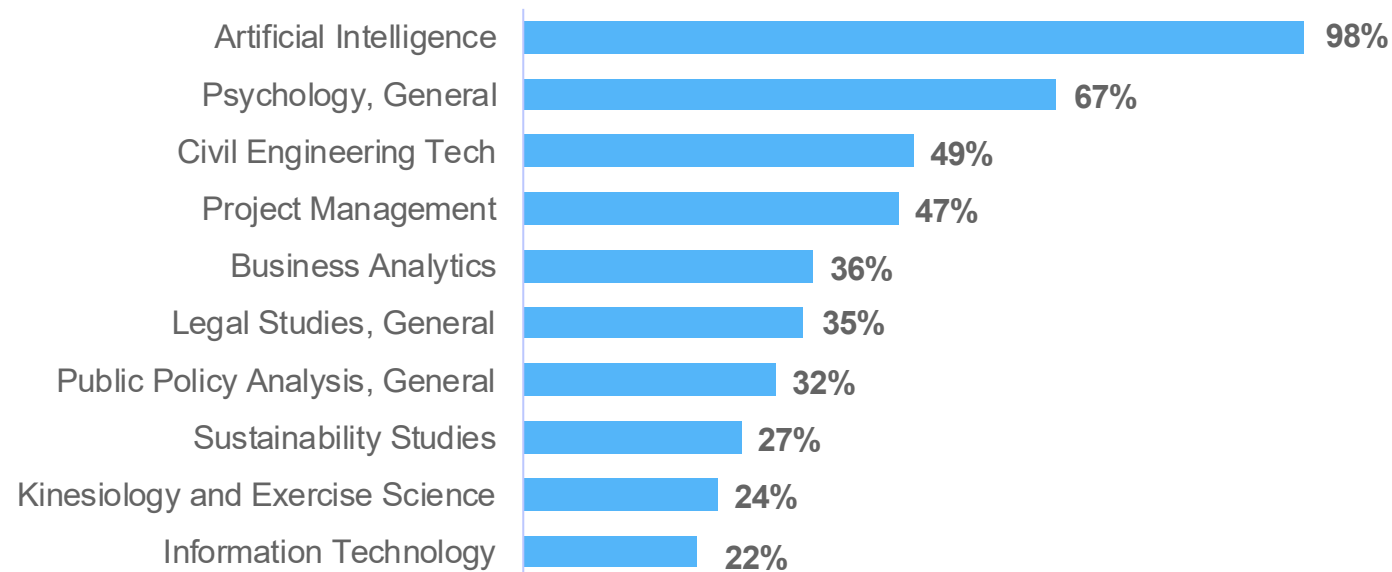
August 2026



Int'l Page Views: Fastest-Growing Graduate Programs Year over Year

At the graduate level, Artificial Intelligence grew the most: 98% year over year.

Largest YoY Growth, Master's and Doctoral* August 2026



Agenda

What Is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

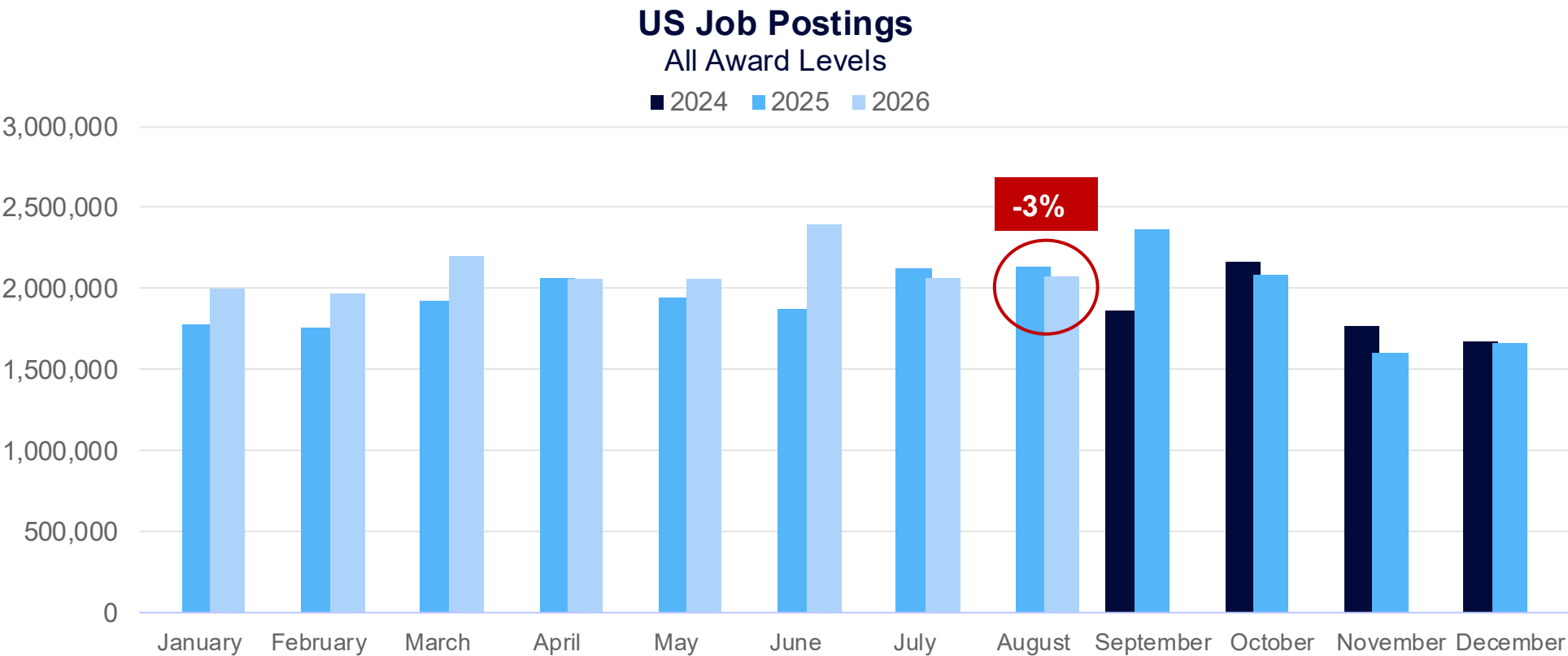
Program of the Month

Summary



US Job Postings Trends

In August, job postings fell 3% year over year.

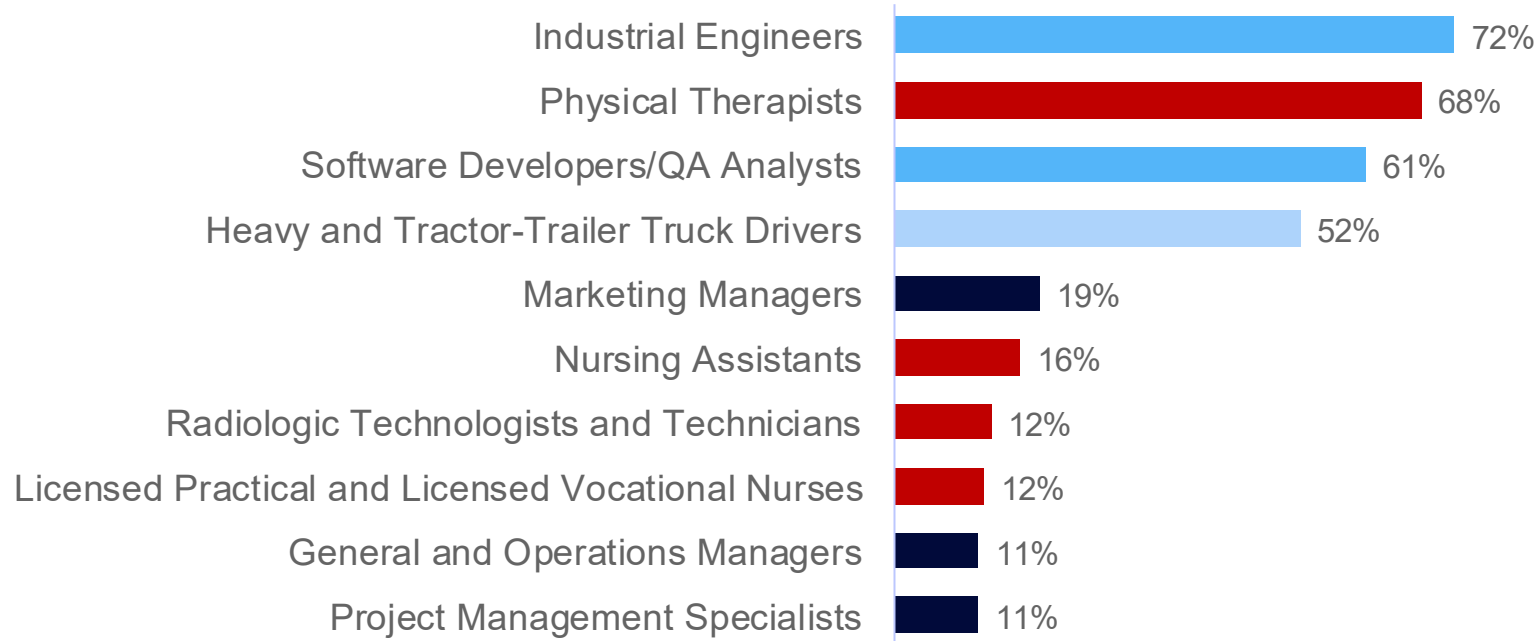
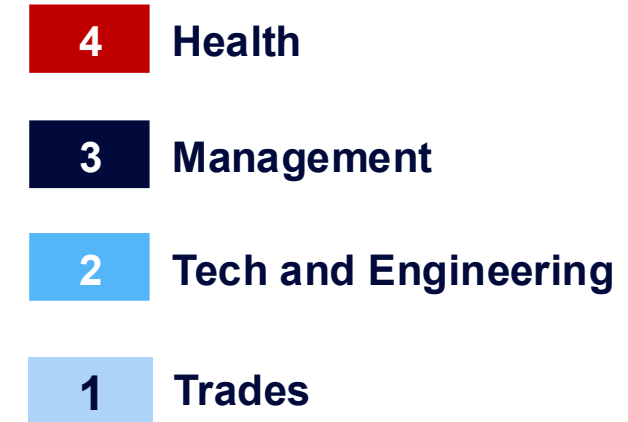


Source: Gray DI's PES Workforce Insights Dashboard

August 2026 Fastest-Growing Job Postings Year over Year

In August, Industrial Engineers grew 72% year over year.

Fastest-Growing Job Postings by Occupation*
August 2026 YoY

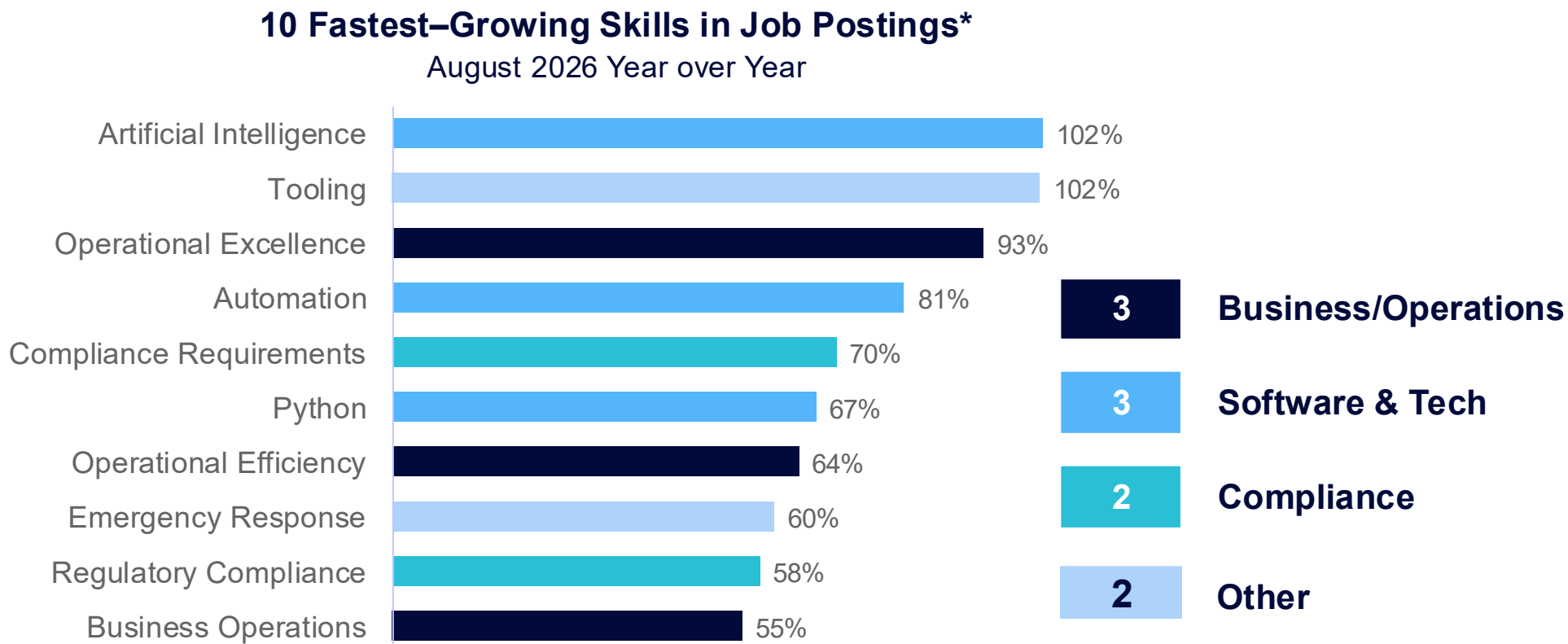


*Minimum 8,000 postings volume
Excludes unskilled labor



Which skills are growing in demand in the US?

In August, demand for skills in AI had the greatest year-over-year growth.

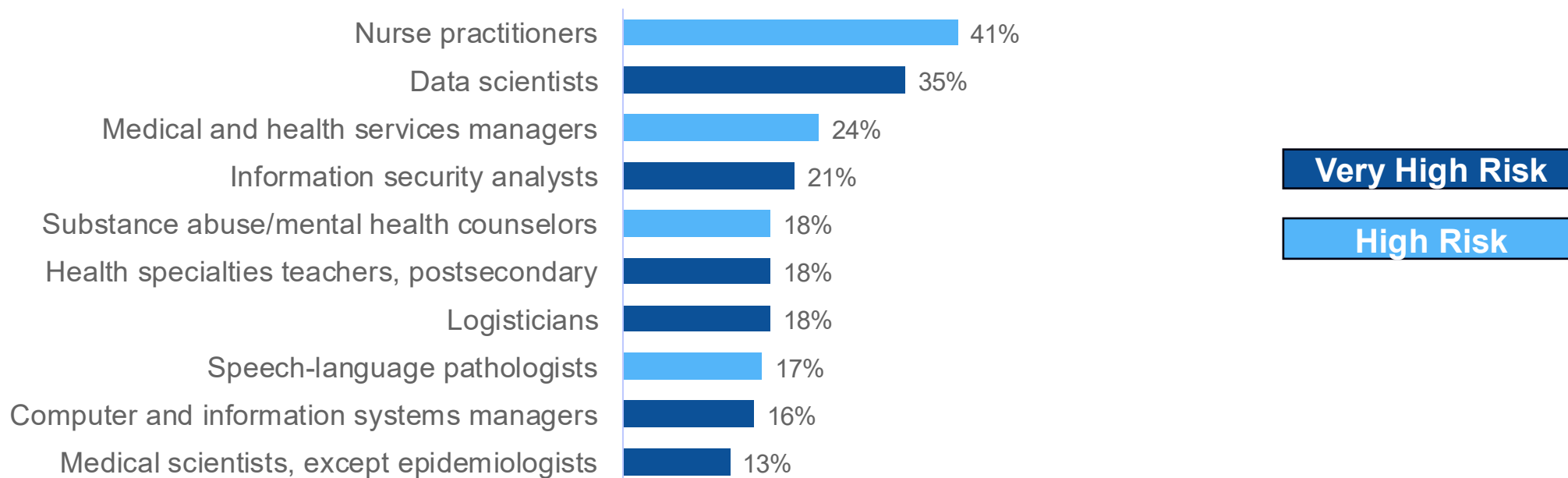




Will AI take your job?

Last month, BLS published employment projections that included an AI Exposure Risk metric.

Highest Projected 10-year Growth (CAGR) with High/Very High AI Exposure*

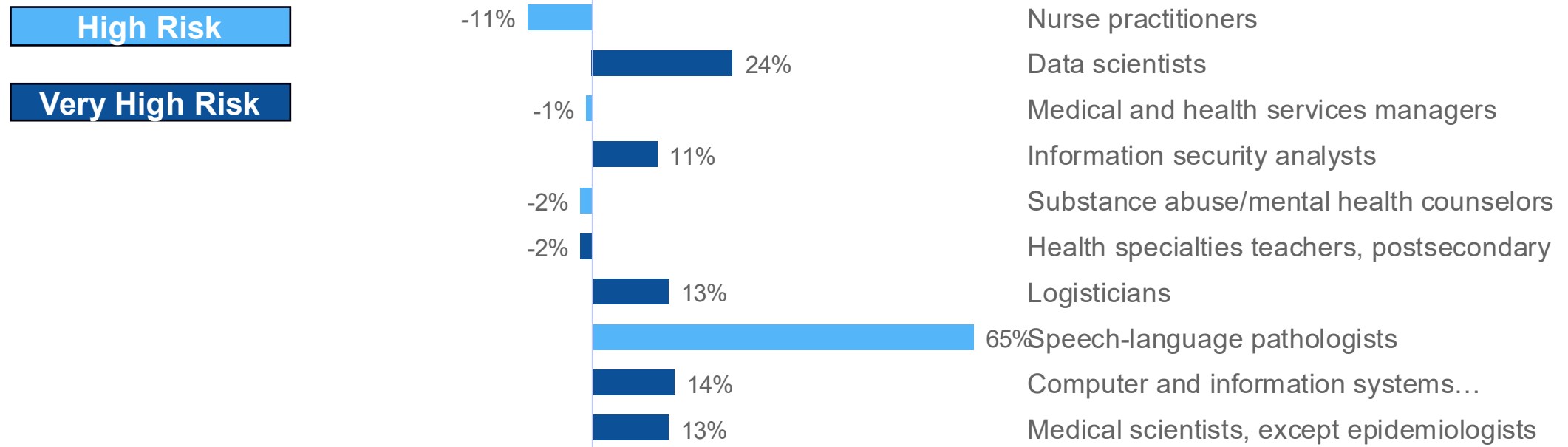


We can't predict the future, but we can tell you about the present.

All but one occupation with BLS' very high risk of AI exposure grew year over year.

August Year-over-Year Growth Metrics, Trailing 12 Months

Highest Projected 10-year Growth (CAGR) with AI Exposure Risk



Sources: Bureau of Labor Statistics' AI Exposure Employment Projections August 2026 and Gray DI's Workforce Insights Dashboard

Agenda

What Is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

Program of the Month

Summary



Percentile rank your programs for student demand, employment, and competition.

Let's look at a Master's in Health Care Administration.

Program	Total Percentile ↓	Student Demand Percentile	Employment Percentile	Competitive Intensity Percentile
04.0201 Architecture (incl. Building Tech)	96	99	75	99
30.1701 Behavioral Sciences	96	98	76	97
49.0101 Aviation/Aero Science/Tech, Gen'l	96	97	88	77
→ 51.0701 Health Care Admin/Mgmt	96	97	91	66
52.0801 Finance, General	96	95	96	63
52.1401 Marketing/ Marketing Mgmt, General	96	95	89	83
45.0901 International Relations/ Affairs	96	95	87	92
14.0701 Chemical Engineering	96	94	88	91
52.0211 Project Management	96	94	92	80
52.1101 International Business/ Trade	96	93	89	90
51.0204 Audiology & Speech-Lang. Pathology	96	93	92	84
51.2306 Occupational Therapy	96	92	95	80
27.0601 Applied Statistics, General	96	91	94	87
14.4701 Electrical and Computer Eng'g	96	86	96	92



Student Demand

Health Care Admin is in the 97th percentile for Student Demand.

- Size metrics are strong.
 - Google searches are in the 96th percentile.
 - New enrollment, online completions, and overall completions are in the 99th percentile.
- Year over year is mixed.
 - Google rose 67% year over year.
 - New student enrollment grew 1%.
 - Completions fell 5%.
- International demand is very high.

Student Demand		97		
Score	27.3	Percentile	97	
Criterion	Value	Pctl	Score	
<u>Size</u>	-	-	-	
Google Search Volume (12 Months)*	2,211,870	96	5.8	→
New Student Enrollment Volume (12 Mo.)	14,039	99	5.9	→
On ground Completions at In Market Institutions	4,011	98	5.9	
Online Completions by In Market Students	9,800	99	NS	→
Sum of On ground and Online Completions	13,811	99	5.9	→
<u>Growth: Year-over-year Unit Change</u>	-	-	-	
Google Search YoY Change (Units)*	888,940	99	NS	
New Student Enrollment Vol. YoY Change (Units)	147	95	1.9	
Completion Volume YoY Change (Units)	-772	0	0.0	
<u>Growth: Year-over-year % Change</u>	-	-	-	
Google Search YoY Change (%)*	67%	92	NS	→
New Student Enrollment Vol. YoY Change (%)	1%	49	1.0	→
Completion Volume YoY Change (%)	-5%	45	0.9	→
<u>Size: International Demand</u>	-	-	-	
International Page Views (12 Months)	24,250	98	NS	→



Employment Opportunities

This program scores in the 91st percentile for Employment.

- Entry-level job postings and BLS current employment are healthy: 99th percentile.
- BLS historical growth is average.
 - Entry-level jobs rose 4% year over year.
 - They rose an average of 5% over the last three years.
- 1.5 job postings per graduate ranks at the 66th percentile.
- Wages at the master's level are fair.
 - Entry-level wages are in the 74th percentile.
 - Post-entry median with a master's is in the 78th percentile.
- 43% of graduates are underemployed (34th percentile).

Employment			
Score	26.8	Percentile	91
Criterion	Value	Pctl	Score
<u>Size: Entry Jobs</u>			
Job Postings Total (12 Months)	21,020	99	4.0
BLS Current Employment	115,884	99	1.0
BLS Annual Job Openings	10,187	99	1.0
<u>Growth: Entry Jobs</u>			
BLS 1 Year Historical Growth	4%	77	1.5
BLS 3 Year Historic Growth (CAGR)	5%	81	1.6
BLS 10 Year Future Growth (CAGR)	1.1%	84	0.8
<u>Saturation: Entry Jobs</u>			
Job Postings per Graduate	1.5	66	2.6
BLS Job Openings per Graduate	0.7	61	0.6
<u>Weighted-Avg BLS Wages</u>			
Entry 25th Percentile	\$80,072	74	5.9
Post Entry Median	\$111,476	79	6.3
Post Entry w Associates Median		0	NS
Post Entry w Bachelors Median		0	NS
Post Entry w Masters Median	\$110,242	78	NS
Post Entry w Doctoral Median	\$129,828	77	NS
<u>Underemployed</u>			
Underemployed Percent of Graduates**	43%	34	1.4
<u>ACS Bachelor's Degree Outcomes*</u>			
% with Any Graduate Degree*	31%	39	NS
% with Masters*	27%	56	NS
% with Doct Prof Degree*	4%	24	NS
% Unemp. (Age <30)**	3%	35	NS
% in Direct Prep Jobs*	8%	55	NS



Competition for Students

This program scores in the 66th percentile for competitive intensity.

- 256 colleges offer this program (2nd percentile).
 - In 2024, three additional campuses had completions.
- Median program size is average (76th percentile). It fell year over year.
- Marketing costs are high.
- 61% of institutions offer this program online.
- 71% of completions are online.

Competitive Intensity		66		
Score	8.5	Percentile	66	
Criterion	Value	Pctl	Score	
<u>Volume of In-Market Competition</u>				
Campuses with Graduates**	256	2	NS	
Campuses with Grads YoY Change (Units)**	3	5	NS	
Institutions with Online In Market Students**	261	1	NS	
<u>In-Market Programs</u>				
Average Program Completions	15	82	3.3	
Median Program Completions	8	76	3.0	
YoY Median Prog. Compl. Change (Units)	-1	49	1.0	
YoY Median Prog. Compl. Change (%)	-11%	49	1.0	
<u>In-Market Saturation</u>				
Google Search * Cost per Click**	38	1	0.0	
Google Competition Index**	0.6	7	0.2	
<u>National Online Competition</u>				
National Online Institutions (Units)**	261	1	NS	
Nat'l Online % of Institutions	61%	92	NS	
Nat'l Online % of Completions	71%	91	NS	

Overall Score				96
Score	62.6	Percentile	96	

A program that prepares individuals to develop, plan, and manage health care operations and services within health care facilities and across health care systems. Includes instruction in planning, business management, financial management, public relations, human resources management, health care systems operation and management, health care resource allocation and policy making, health law and regulations, and applications to specific types of health care settings.

Student Demand				97
Score	27.3	Percentile	97	
Criterion	Value	Pctl	Score	
<u>Size</u>	-	-	-	
Google Search Volume (12 Months)*	2,211,870	96	5.8	
New Student Enrollment Volume (12 Mo.)	14,039	99	5.9	
On ground Completions at In Market Institutions	4,011	98	5.9	
Online Completions by In Market Students	9,800	99	NS	
Sum of On ground and Online Completions	13,811	99	5.9	
<u>Growth: Year-over-year Unit Change</u>	-	-	-	
Google Search YoY Change (Units)*	888,940	99	NS	
New Student Enrollment Vol. YoY Change (Units)	147	95	1.9	
Completion Volume YoY Change (Units)	-772	0	0.0	
<u>Growth: Year-over-year % Change</u>	-	-	-	
Google Search YoY Change (%)*	67%	92	NS	
New Student Enrollment Vol. YoY Change (%)	1%	49	1.0	
Completion Volume YoY Change (%)	-5%	45	0.9	
<u>Size: International Demand</u>	-	-	-	
International Page Views (12 Months)	24,250	98	NS	

Award Level	Enrollment %	Completions %	Completions % National
Certificate	0	0	0
Associates	0	0	0
Bachelors	32	50	50
Postbaccalaureate Certificate	1	2	2
Masters	56	46	46
Post-masters Certificate	4	0	0
Doctoral	7	1	1

Employment				91
Score	26.8	Percentile	91	
Criterion	Value	Pctl	Score	
<u>Size: Entry Jobs</u>	-	-	-	
Job Postings Total (12 Months)	21,020	99	4.0	
BLS Current Employment	115,884	99	1.0	
BLS Annual Job Openings	10,187	99	1.0	
<u>Growth: Entry Jobs</u>	-	-	-	
BLS 1 Year Historical Growth	4%	77	1.5	
BLS 3 Year Historic Growth (CAGR)	5%	81	1.6	
BLS 10 Year Future Growth (CAGR)	1.1%	84	0.8	
<u>Saturation: Entry Jobs</u>	-	-	-	
Job Postings per Graduate	1.5	66	2.6	
BLS Job Openings per Graduate	0.7	61	0.6	
<u>Weighted-Avg BLS Wages</u>	-	-	-	
Entry 25th Percentile	\$80,072	74	5.9	
Post Entry Median	\$111,476	79	6.3	
Post Entry w Associates Median		0	NS	
Post Entry w Bachelors Median		0	NS	
Post Entry w Masters Median	\$110,242	78	NS	
Post Entry w Doctoral Median	\$129,828	77	NS	
<u>Underemployed</u>	-	-	-	
Underemployed Percent of Graduates**	43%	34	1.4	
<u>ACS Bachelor's Degree Outcomes*</u>	-	-	-	
% with Any Graduate Degree*	31%	39	NS	
% with Masters*	27%	56	NS	
% with Doct Prof Degree*	4%	24	NS	
% Unemp. (Age <30)**	3%	35	NS	
% in Direct Prep Jobs*	8%	55	NS	

Competitive Intensity				66
Score	8.5	Percentile	66	
Criterion	Value	Pctl	Score	
<u>Volume of In-Market Competition</u>	-	-	-	
Campuses with Graduates**	256	2	NS	
Campuses with Grads YoY Change (Units)**	3	5	NS	
Institutions with Online In Market Students**	261	1	NS	
<u>In-Market Programs</u>	-	-	-	
Average Program Completions	15	82	3.3	
Median Program Completions	8	76	3.0	
YoY Median Prog. Compl. Change (Units)	-1	49	1.0	
YoY Median Prog. Compl. Change (%)	-11%	49	1.0	
<u>In-Market Saturation</u>	-	-	-	
Google Search * Cost per Click**	38	1	0.0	
Google Competition Index**	0.6	7	0.2	
<u>National Online Competition</u>	-	-	-	
National Online Institutions (Units)**	261	1	NS	
Nat'l Online % of Institutions	61%	92	NS	
Nat'l Online % of Completions	71%	91	NS	

Cost Benchmarking National	Value	Pctl
Average Cost per SCH Index**	0.40	90
Median Cost per SCH Index**	0.53	87

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

What Is a Program Evaluation System?

Student Demand Indicators

Employment: Current Indicators

Program of the Month

Summary

Summary

- Year to date, Google searches for academic programs fell 32% year over year.
 - Drafting and Design Tech grew the most in searches at the associate and certificate levels.
 - Computer Programming grew the most at the bachelor's and above levels.
- In academic year 2025–26, enrollment grew at community college, bachelor's, and graduate program levels.
 - Health Svcs/Allied Health grew the most at both associate and below and bachelor's levels.
 - Graduate: Applied Behavior Analysis
- 2025 IPEDS completions grew at all award levels as well.
 - On-ground completions grew one percent more than online.
 - Data Analytics/Data Science grew the most on-ground.
 - Health Svcs./Allied Health had the highest online growth.
- In August 2026, US job postings fell 3% year-over-year.
 - Industrial Engineers was the fastest-growing occupation.
 - Artificial Intelligence was the fastest-growing in-demand skill.
- Student demand and employment for a Master's in Health Care Administration are strong.
 - However, this program is competitive.



Upcoming Webinars

FROM GRADUATION TO CAREER: MEASURING STUDENT WORKFORCE OUTCOMES

Learn how higher ed uses
workforce data to manage
program risks, ensure compliance,
and show graduate ROI.



OCTOBER 8 AT 2PM

October Demand Trends

October 29th
2 PM ET

