



GRAYTM
DECISION INTELLIGENCE

Demand for Higher-Education Programs

June 27th, 2024



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

Summary



An academic Program Evaluation System enables growth and sustainable financials.





Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

- Google
- Enrollment
- Non-Degree
- International Student Demand

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

Summary

How you think about data matters.

For example, triple-digit temps have hit across the US this month.

What else has triple digits?

Highest three-digit bachelor's spring '24 new enrollment:
Aviation/Aero Science Tech (986)

Percent of bachelor's programs with <999 new spring enrollment:
45%

Highest three-digit Google searches in May:
Environmental Education (970)

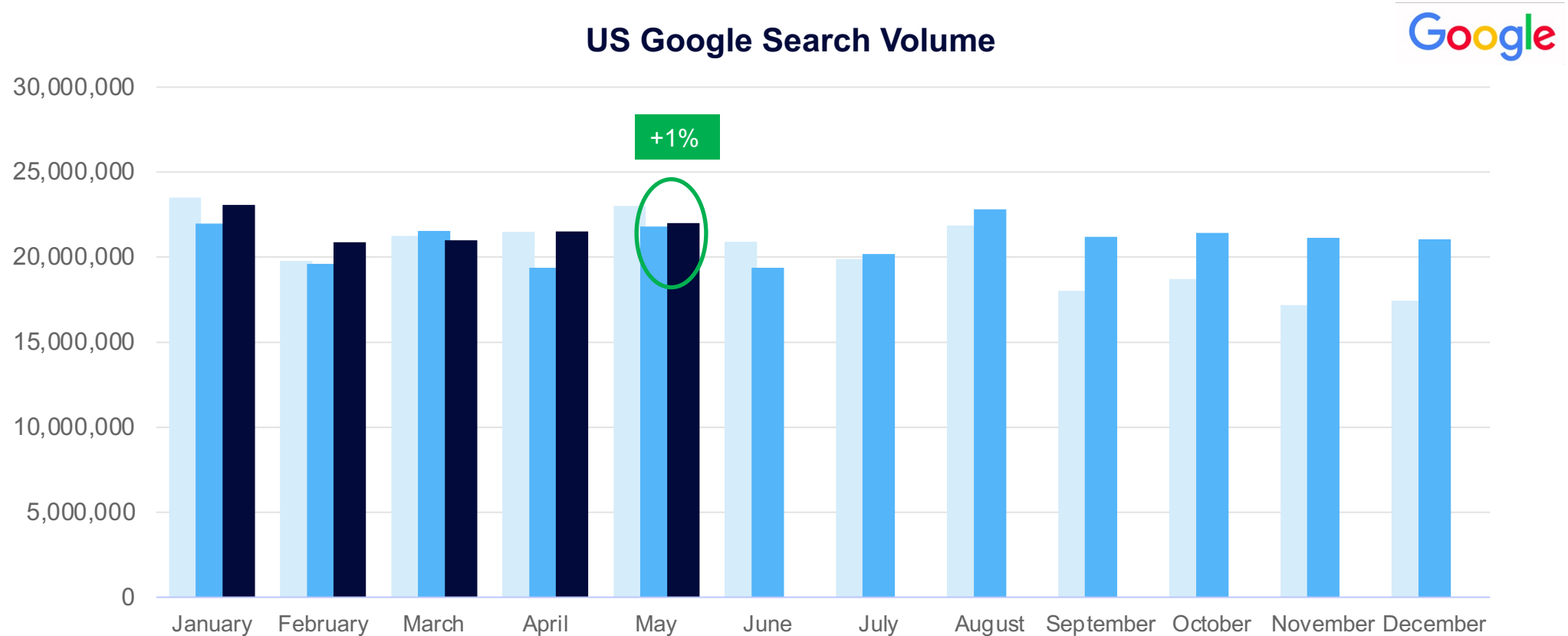
Occupation with highest three-digit job postings growth in May:
Physician Assistants (+992)

Job posting skill with the highest three-digit volume in May:
Fund Accounting (997)

Highest three-digit 2022 online completions:
Kinesiology and Exercise Science (973)

“Google” Search Trends: Programs

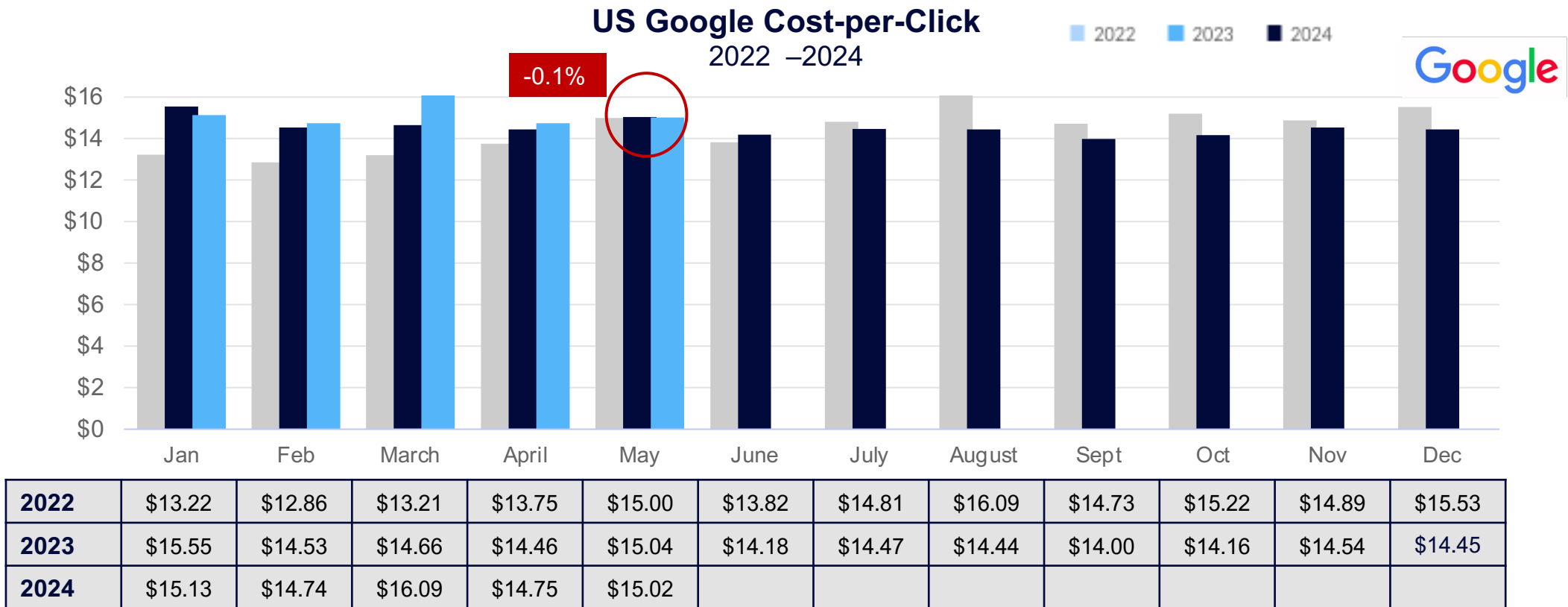
In May 2024, Google searches remained relatively flat, increasing 1% year-over-year.



Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

In May 2024, the average Google cost-per-click was almost flat year-over-year.





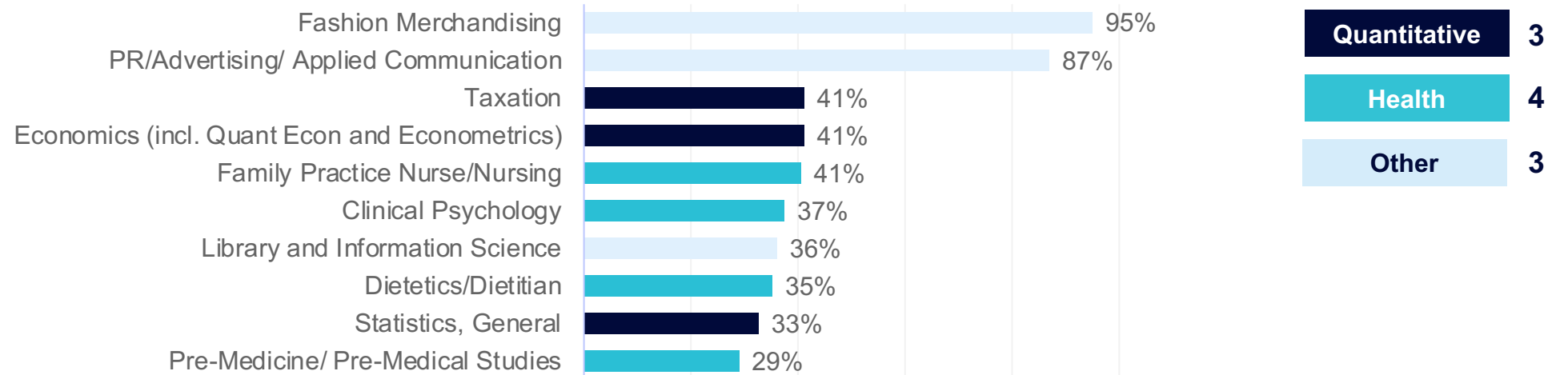
Google searches for Academic Programs

In May, searches for Fashion Merchandising programs increased 95% year-over-year.

- Registered Nursing programs had the highest volume of searches at 739,270 but dropped 12% YoY.

US Fastest-Growing Programs

May 2024 YoY



*Minimum 10,000 searches May 2023
Excludes associate only and certificate programs



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

- Google
- Enrollment
- Non-Degree
- International Student Demand

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

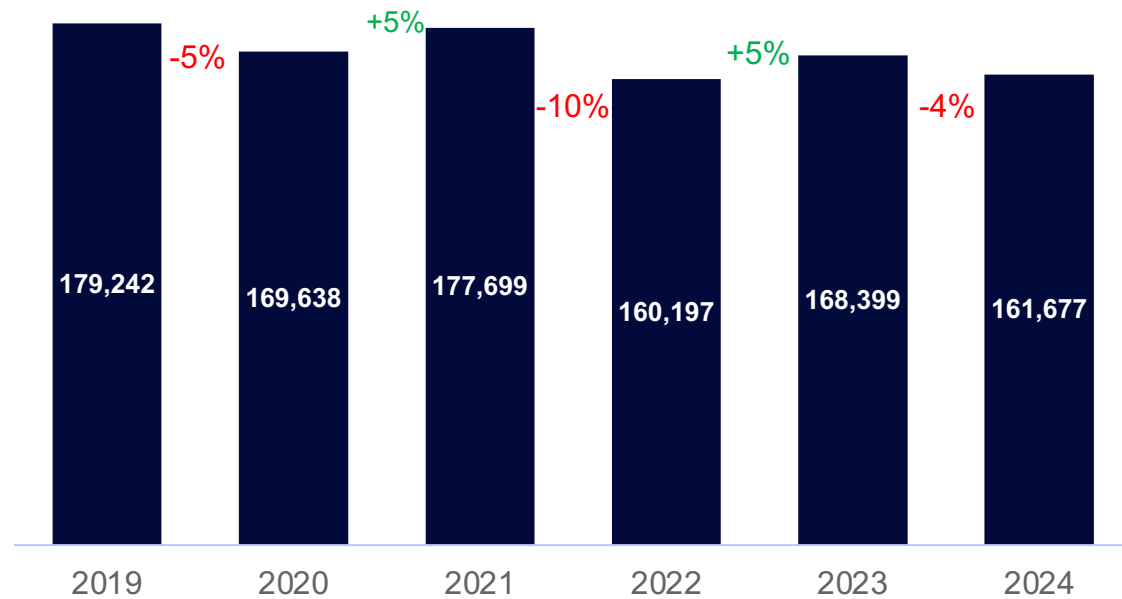
Summary

Spring New Enrollment

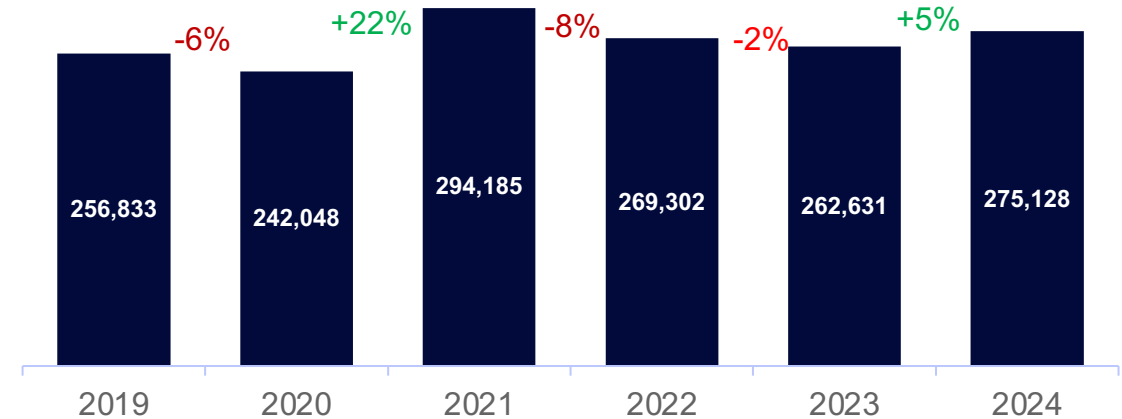
In Spring 2024, U.S. new student enrollment fell 4% year-over-year at the bachelor's level.

- Master's program enrollment rose 5%.

US New Spring Enrollment
Bachelor's 2019 - 2024



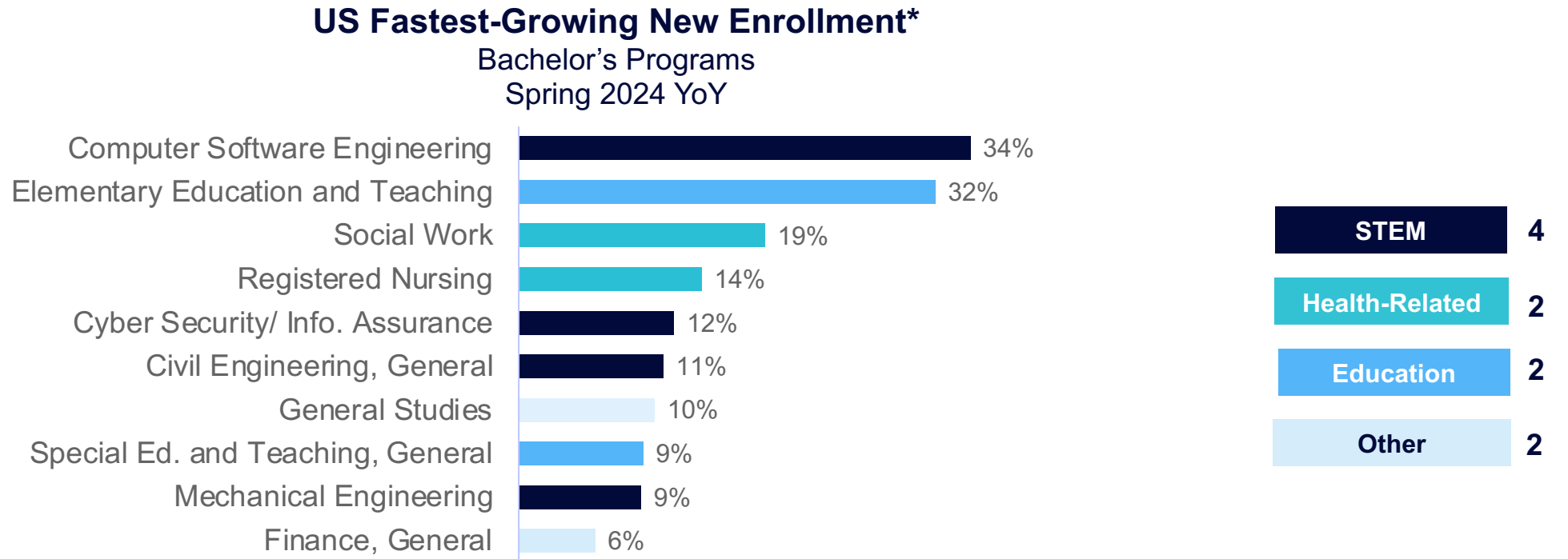
US New Spring Enrollment
Master's 2019 - 2024



Source: PES Program Enrollment Dashboard

Bachelor's: Spring 2024, Fastest-Growing New Enrollment

In Spring 2024, Computer Software Engineering grew 34% year-over-year.

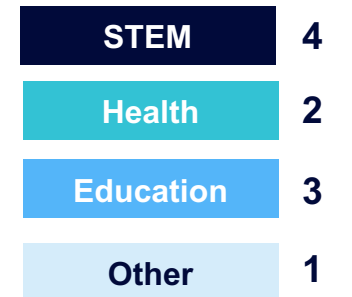
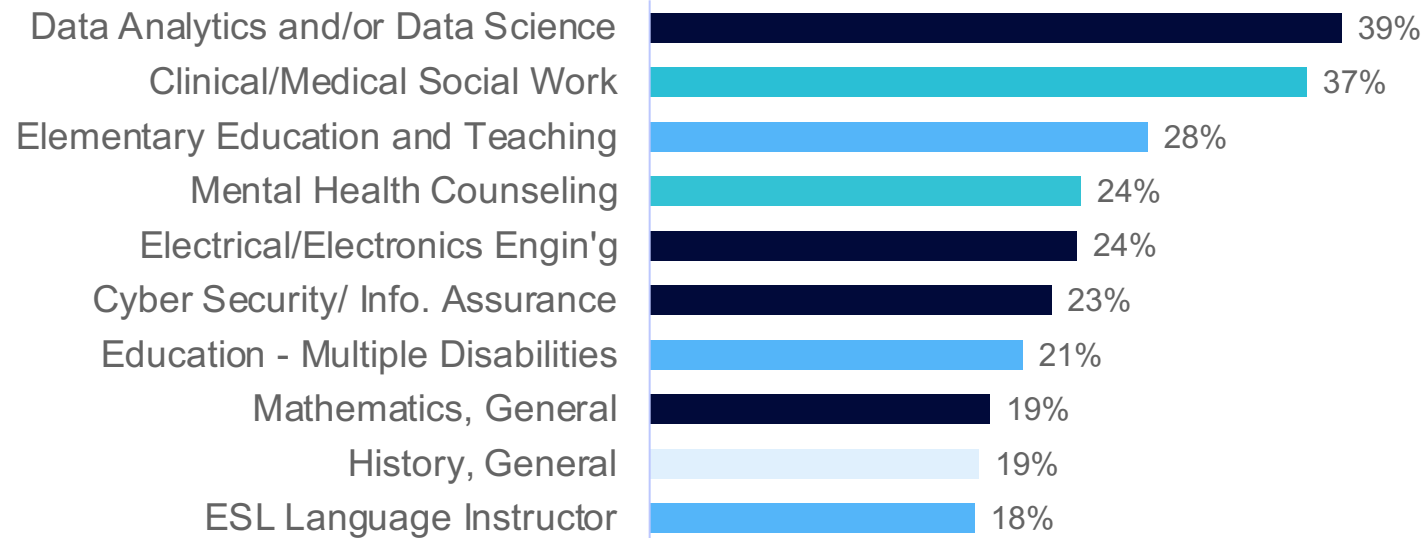


Master's: Spring 2024 Fastest-Growing New Enrollment

In Spring 2024, Data Analytics/Data Science grew 39% year-over-year.

US Fastest-Growing New Enrollment*

Master's Programs
Spring 2024 YoY



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

- Google
- Enrollment
- Non-Degree
- International Student Demand

National Employment: Current Indicators

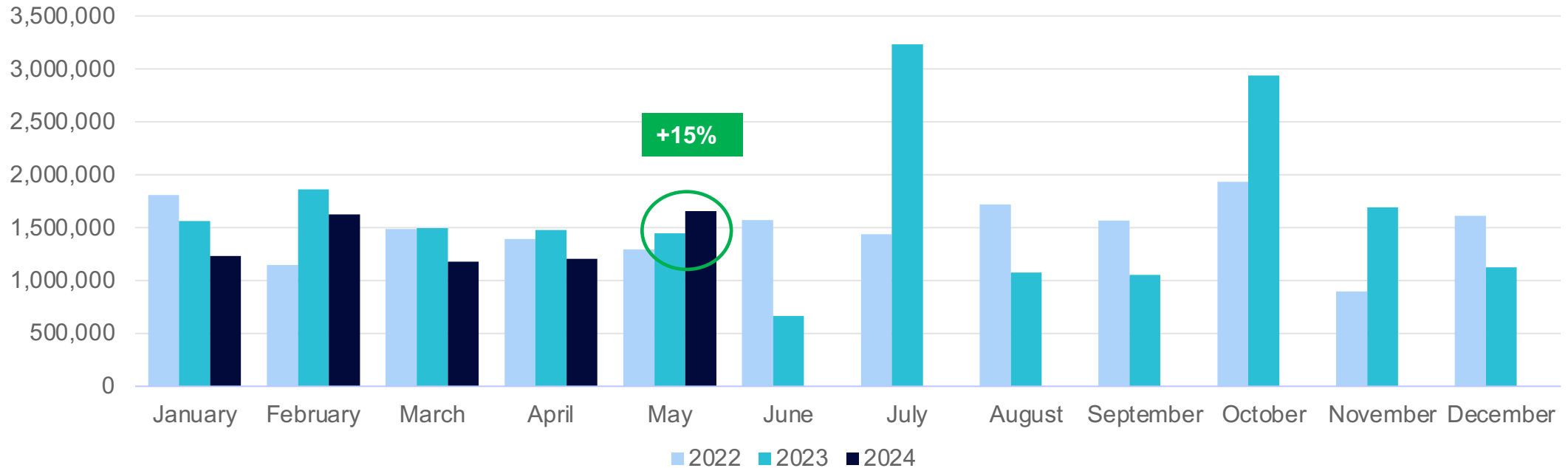
Local Matters: California, Ohio, Rhode Island

Summary

Coursera: Non-Degree Demand – 133.8 Million Total Learners Since Inception

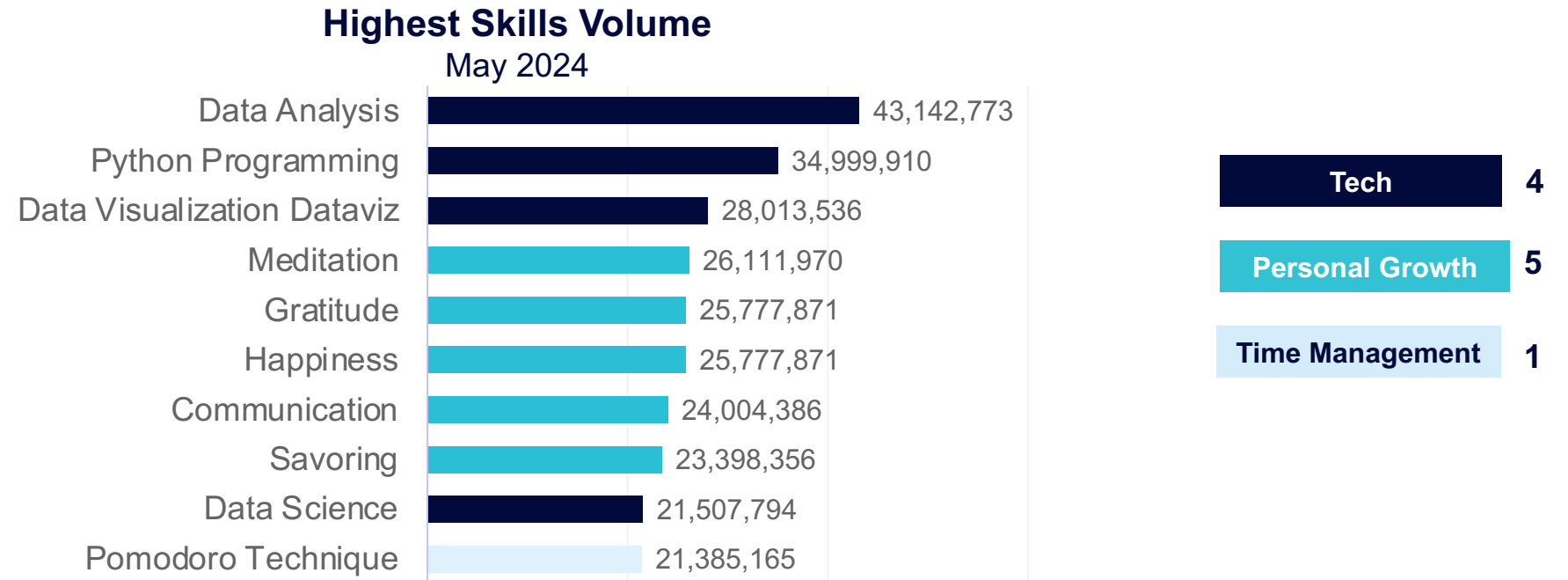
In May, Coursera enrollment rose 15% year-over-year.

Coursera Enrollment
2022–2024



Non-Degree Demand: Coursera

In May 2024, five of the most-taught skills were in personal growth – more than in tech.





Agenda

What is a Program Evaluation System?

Student Demand

- Google
- Enrollment
- Non-Degree
- International Student Demand

National Employment: Current Indicators

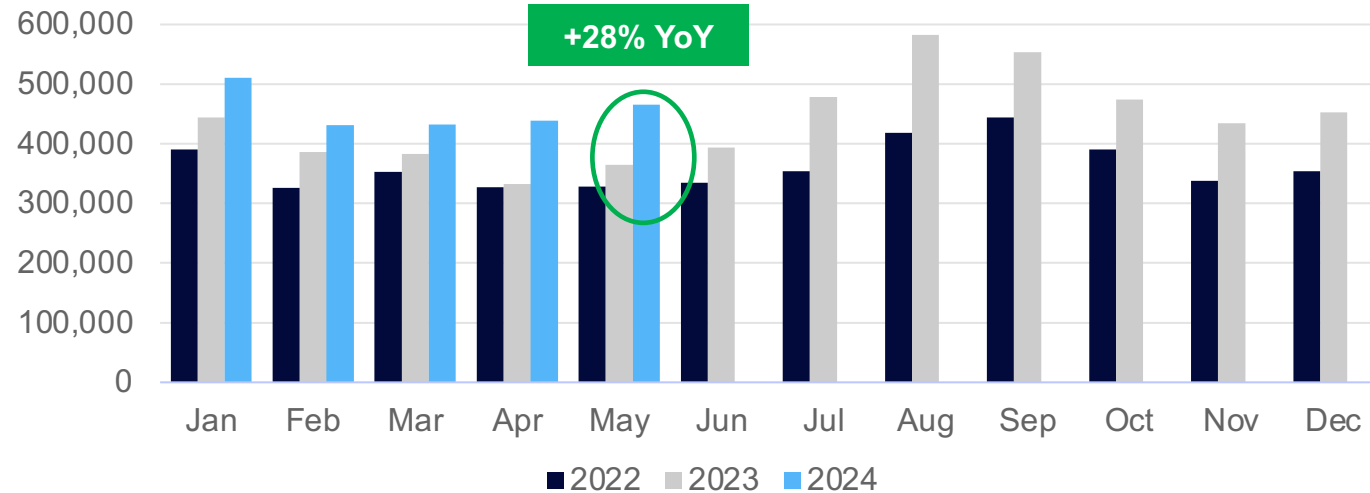
Local Matters: California, Ohio, Rhode Island

Summary

International Student Demand

In May, international student interest in US programs increased **28% year-over-year**.

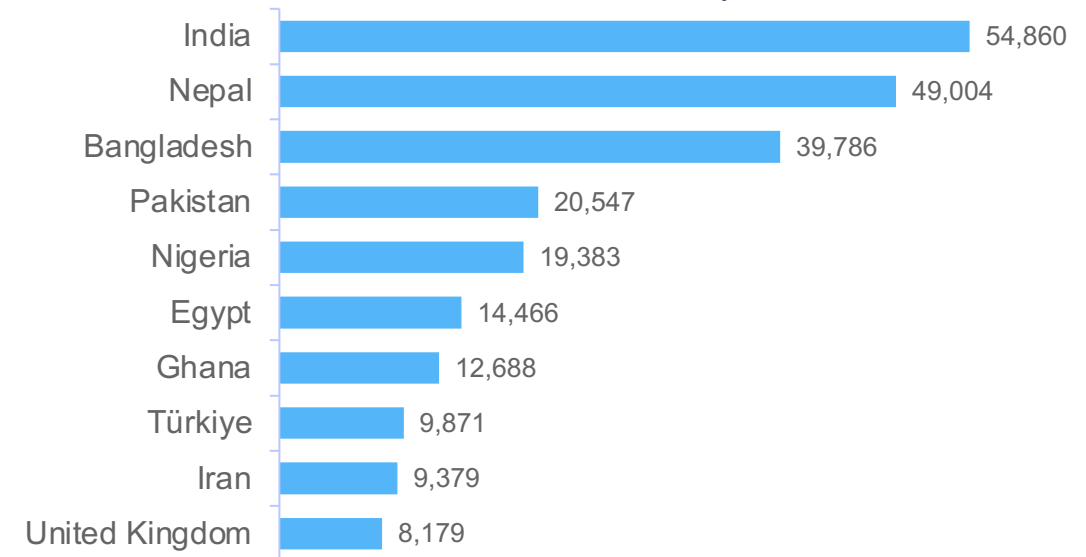
International Page Views
2022 - 2024



India had the highest page views.

Highest International Page Views by Originating Country

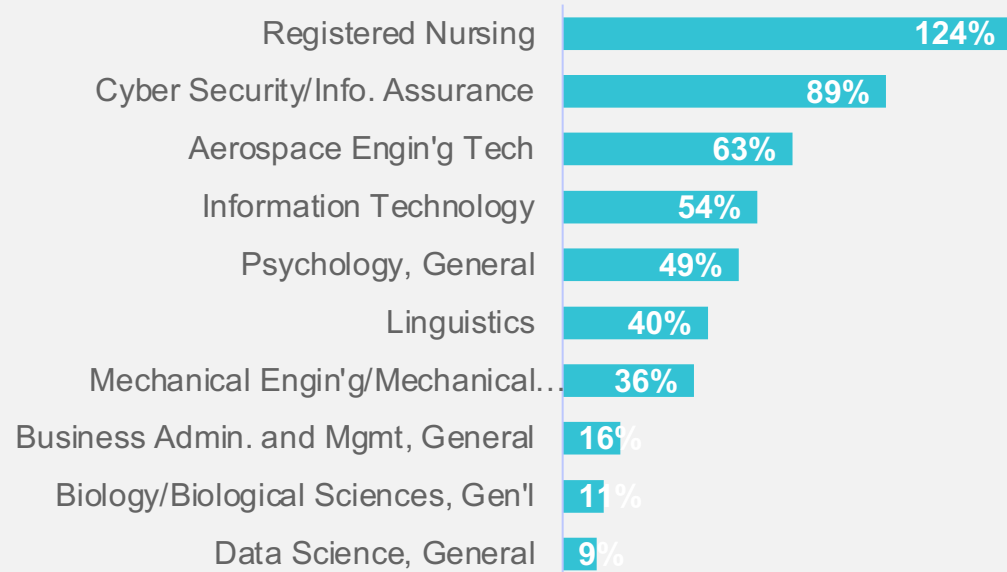
Bachelor's and Master's May 2024



International Page Views: fastest-growing programs

The fastest-growing bachelor's program year-over-year was Registered Nursing.*

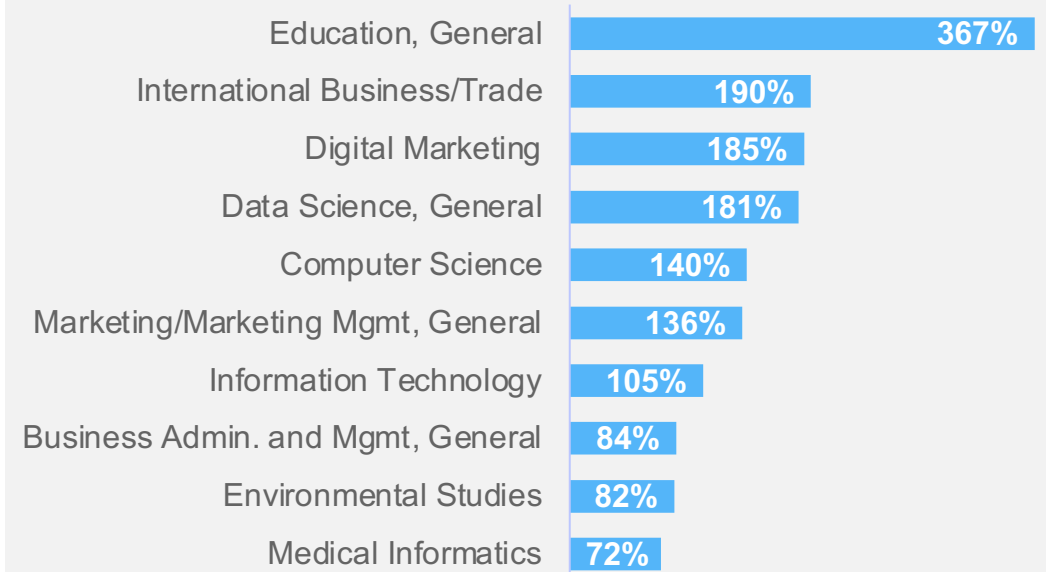
10 Fastest-Growing Bachelor's Programs May 2024 YoY



*Minimum Page Views May 2023: 500

Education was the fastest-growing program at the master's level.*

10 Fastest-Growing Master's Programs May 2024 YoY



*Minimum Page Views May 2023: 1000



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

National Employment: Current Indicators

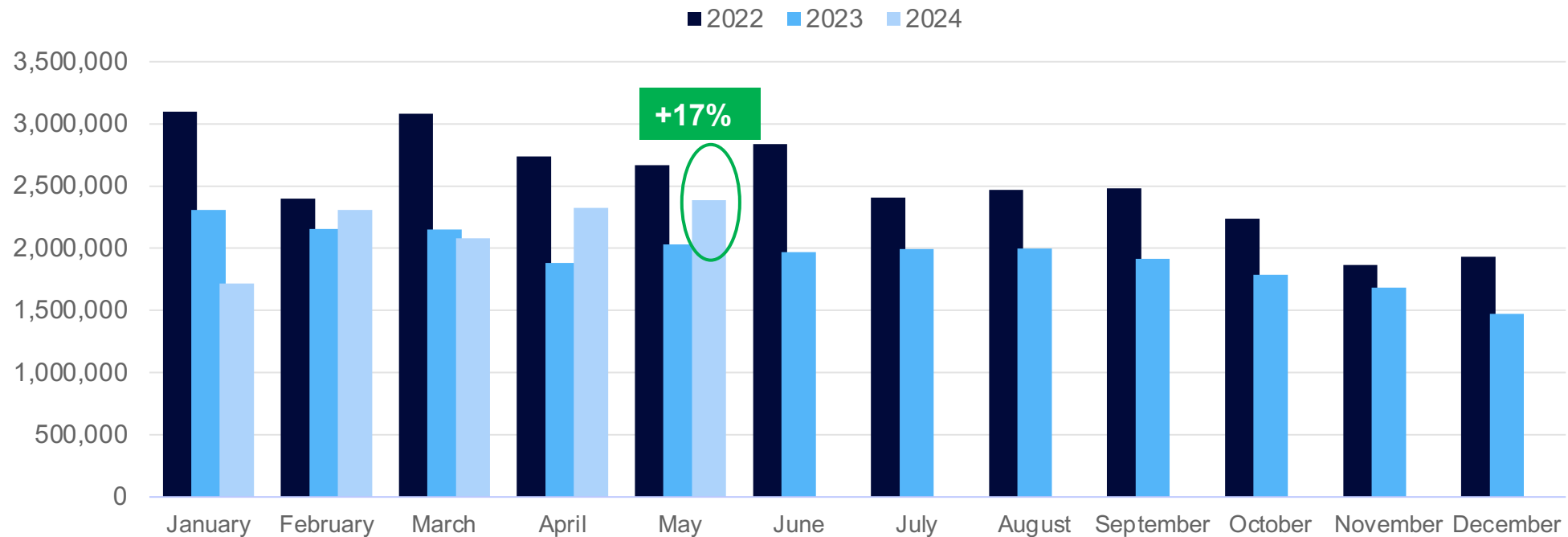
Local Matters: California, Ohio, Rhode Island

Summary

US Job Postings Trends

In May 2024, job postings rose 17% year-over-year.

US Job Postings 2022 - 2024



Source: PES Job Postings Dashboard



Are artificial intelligence programs growing across all metrics?

Bachelor's and Master's Artificial Intelligence

Data Overview

GOOGLE
KEYWORD
SEARCHES



Volume: 41,750
May YoY Growth: -15,500

MAY 2024 JOB
POSTINGS



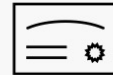
Volume: 69,202
May YoY Growth: +106%

2023-24 NEW
ENROLLMENT



Volume: 2,263
YoY Growth: +191

MOST-
REQUESTED
CERTIFICATIONS
IN JOB POSTINGS



1. Security Clearance
2. Professional Engineer
3. COMPTIA Security+

2022
COMPLETIONS



Volume: 695
YoY Growth: +189

INTERNATIONAL
STUDENT
DEMAND



Volume: 4,301
YoY Growth: +1,311

%

How do you think about validating a high demand for artificial intelligence jobs?

In the Northeast, 1,202 job postings related to artificial intelligence were added in the past year.

- The largest industry is hospitals and health clinics.

Job Postings by Month and Year

Job Postings	Year ▾			
Month ▾	2022	2023	2024	Total
January	1,165	476	469	2,110
February	1,032	514	790	2,336
March	1,069	486	776	2,331
April	1,064	345	1,158	2,567
May	924	393	1,595	2,912
June	1,061	700		1,761
July	734	846		1,580
August	603	871		1,474
September	559	899		1,458
October	585	695		1,280
November	526	731		1,257
December	551	499		1,050

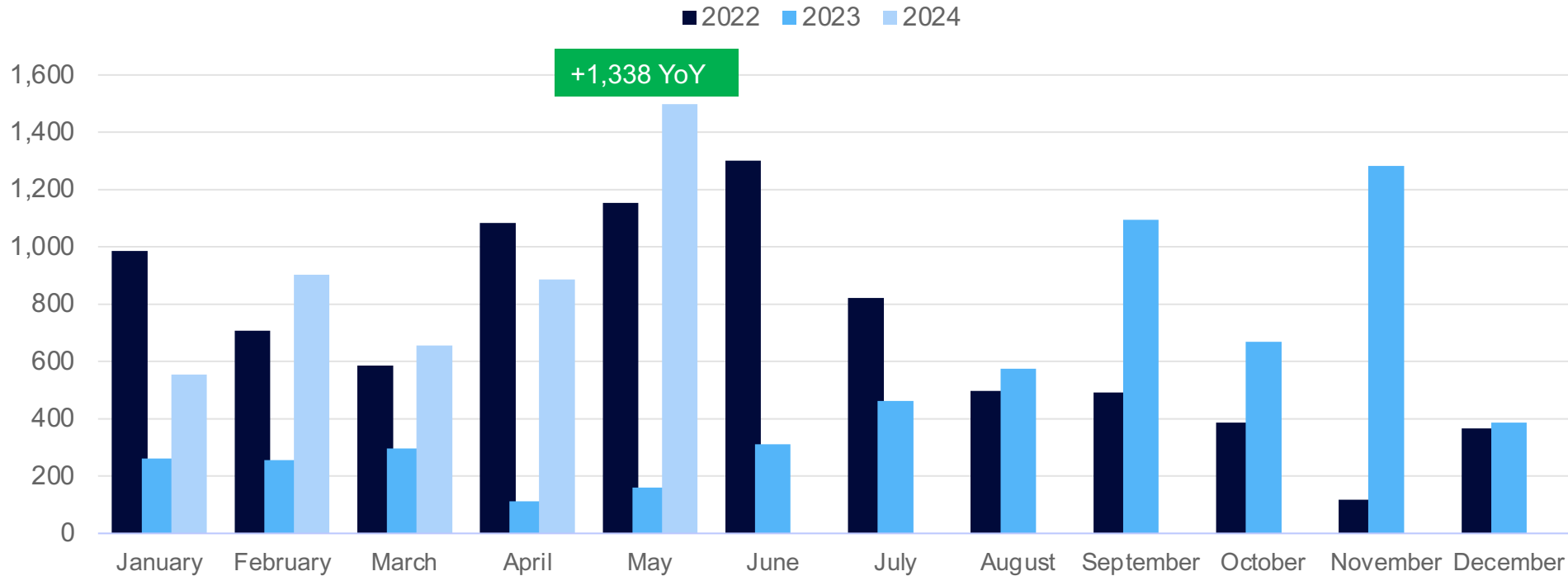
Northeast Industries* with Highest Job Volume Related to Artificial Intelligence

Industry	# of Postings
Hospitals and Health Clinics	4,349
Information Technology	4,066
Retail & Wholesale	1,900
Financial Services	1,221
Healthcare	837
Aerospace & Defense	647

Here is an industry example: Need for AI skills in the Retail and Wholesale Industry.

In May 2024, job postings associated with AI in the retail industry grew by 1,338.

AI Job Postings in Retail, Unit Change YoY



Top Required Certifications

Security Clearance

Google Professional Cloud Architect

Microsoft Certified Systems Engineer

Agile Certification

Certified Business Analysis Professional



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

Summary

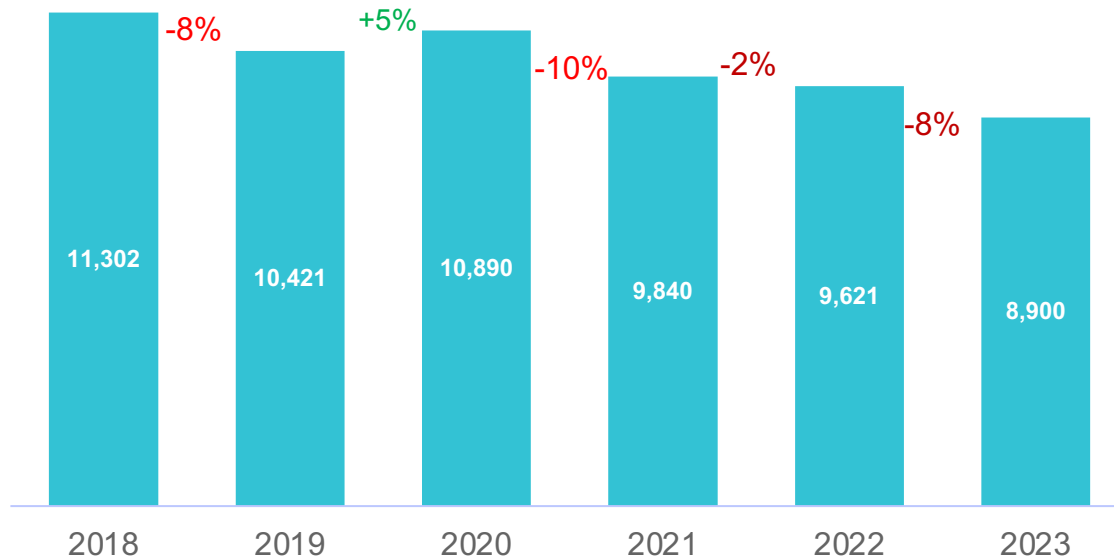


State, county, and city data can differ from national data.

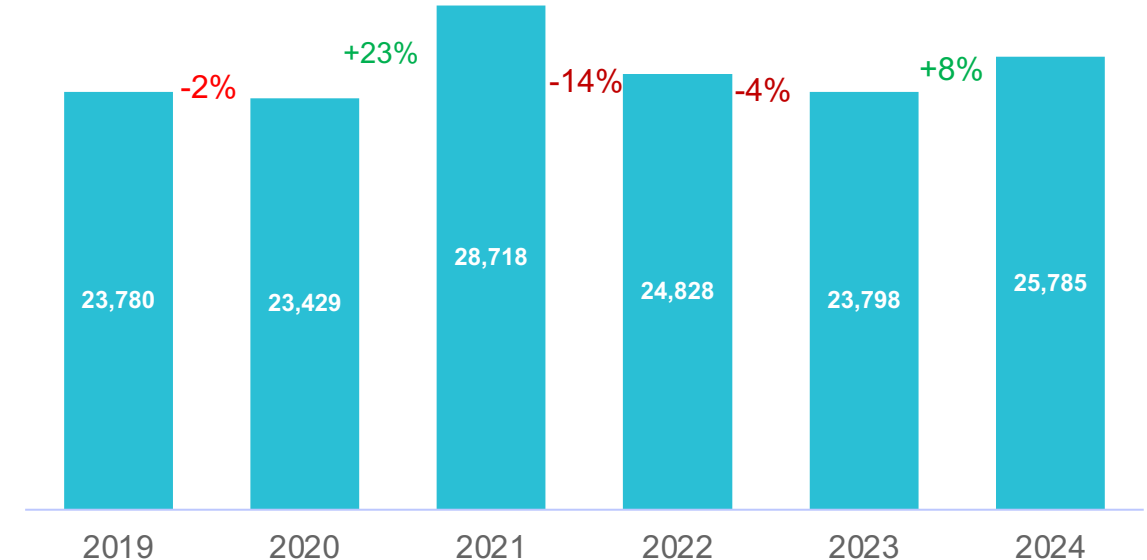
In Spring 2024, California bachelor's new enrollment fell 8% year-over-year.

- Master's grew 8%.

California New Spring Enrollment
Bachelor's 2019 - 2024

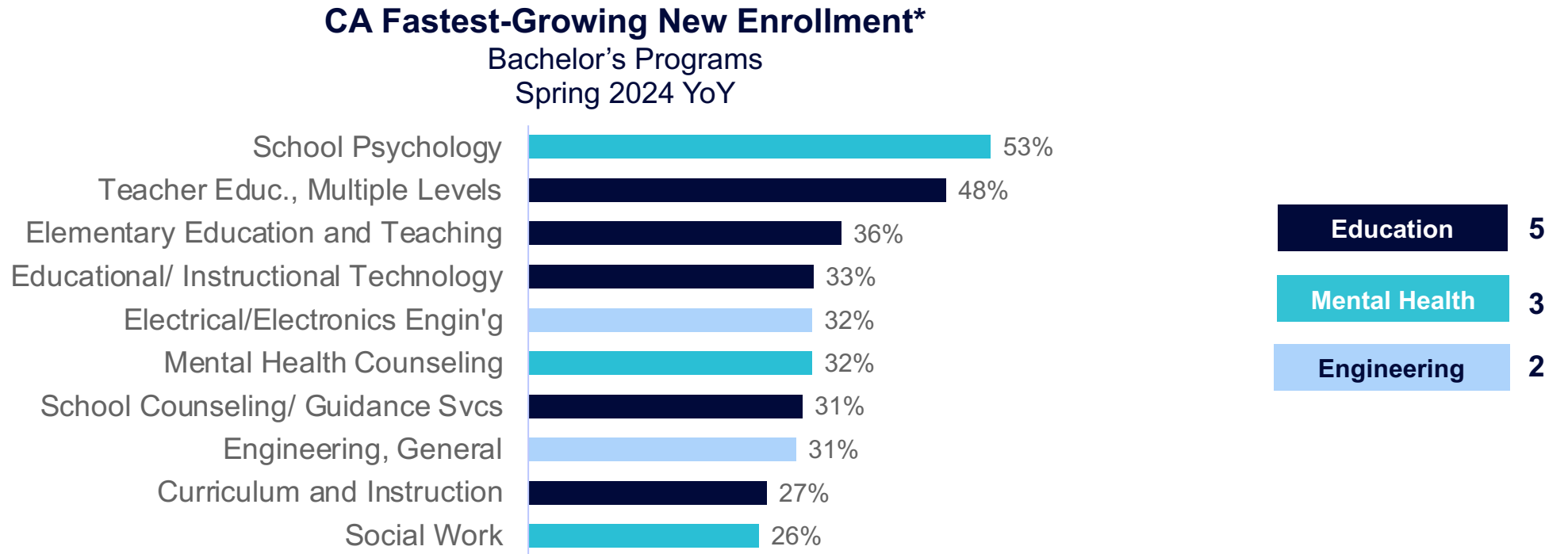


California New Spring Enrollment
Master's 2019 - 2024



Bachelor's: California Spring 2024, Fastest-Growing New Enrollment

In Spring 2024, education programs accounted for half of the fastest-growing new enrollment.



California Job Postings Trends

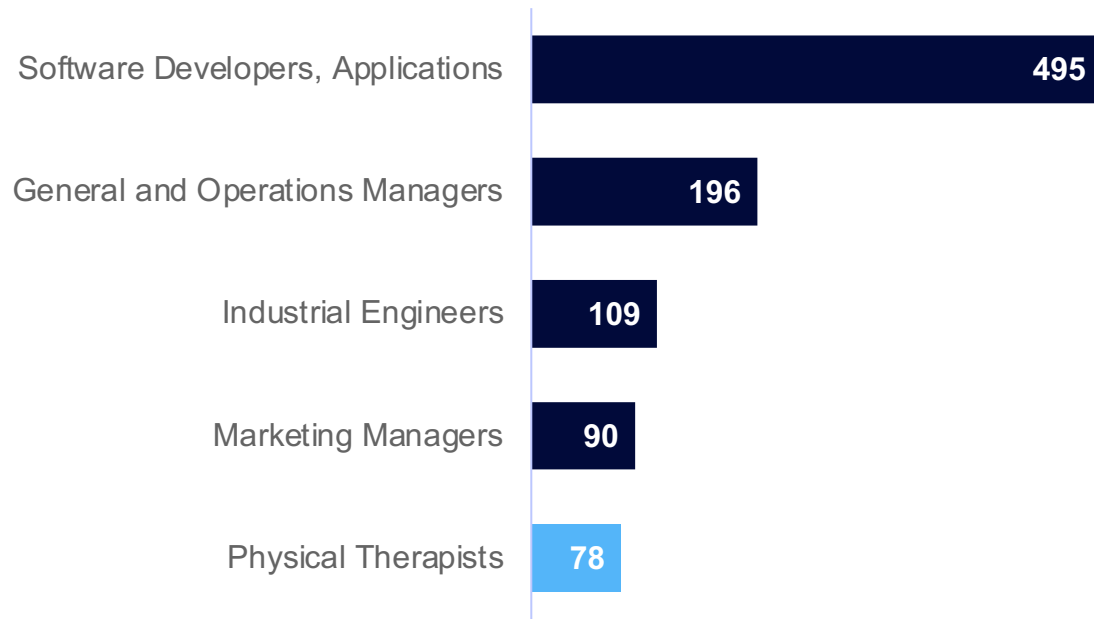
In May 2024, CA job postings rose 34% year-over-year – double the growth for the US.



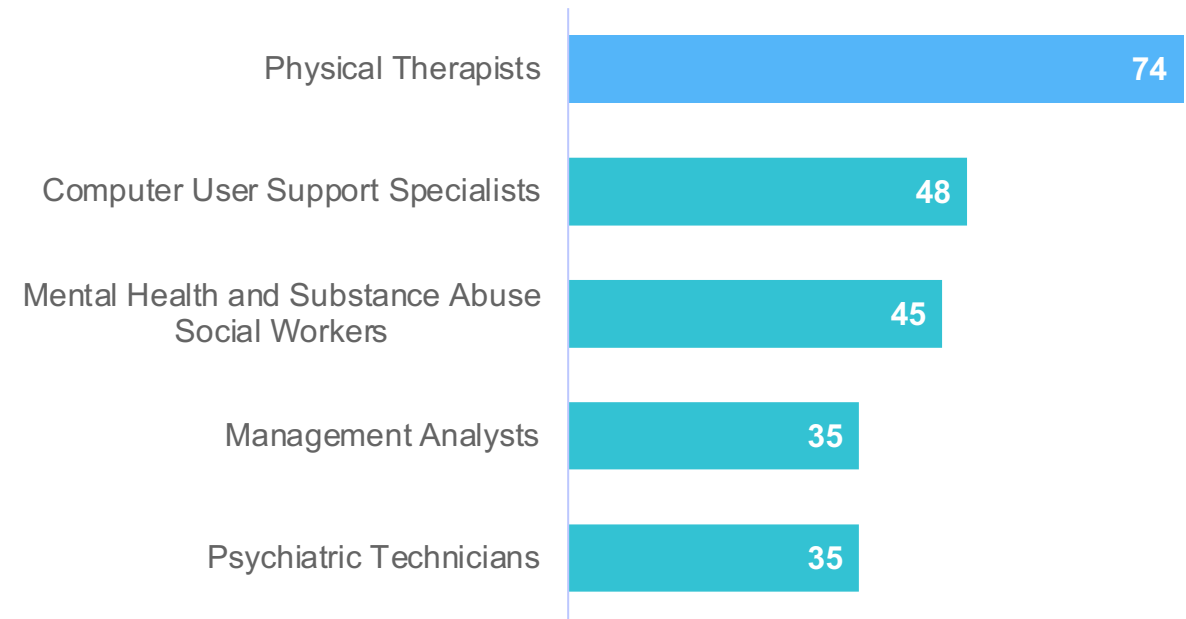
How does job growth vary by location within California?

Only one job posting overlaps in the five fastest-growing occupations in two California counties.

Highest Job Growth, Alameda County, CA
May 2024 YoY Unit Change

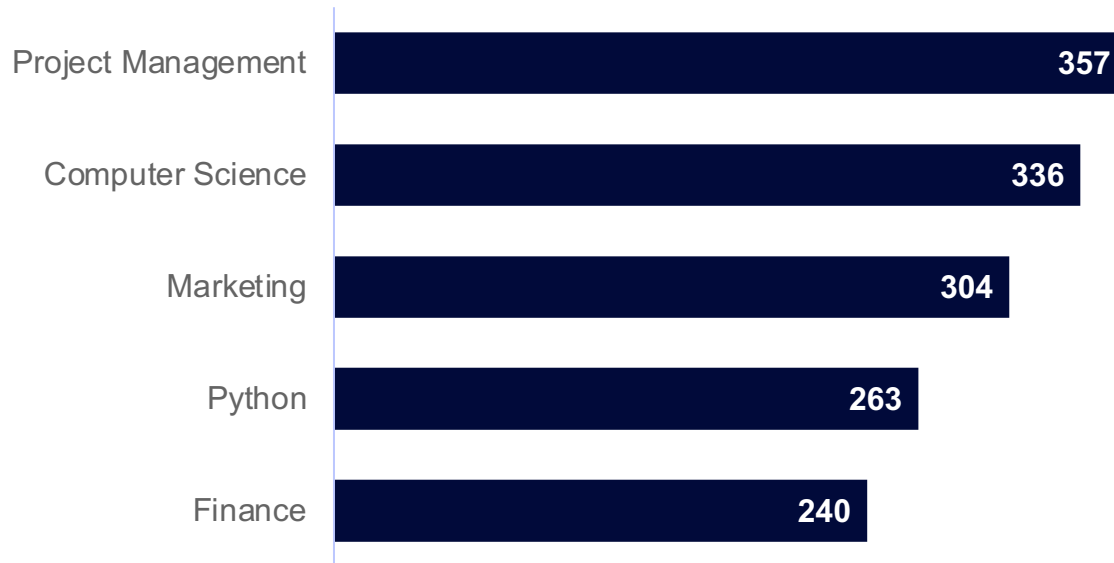


Highest Job Growth, Riverside County, CA
May 2024 YoY Unit Change

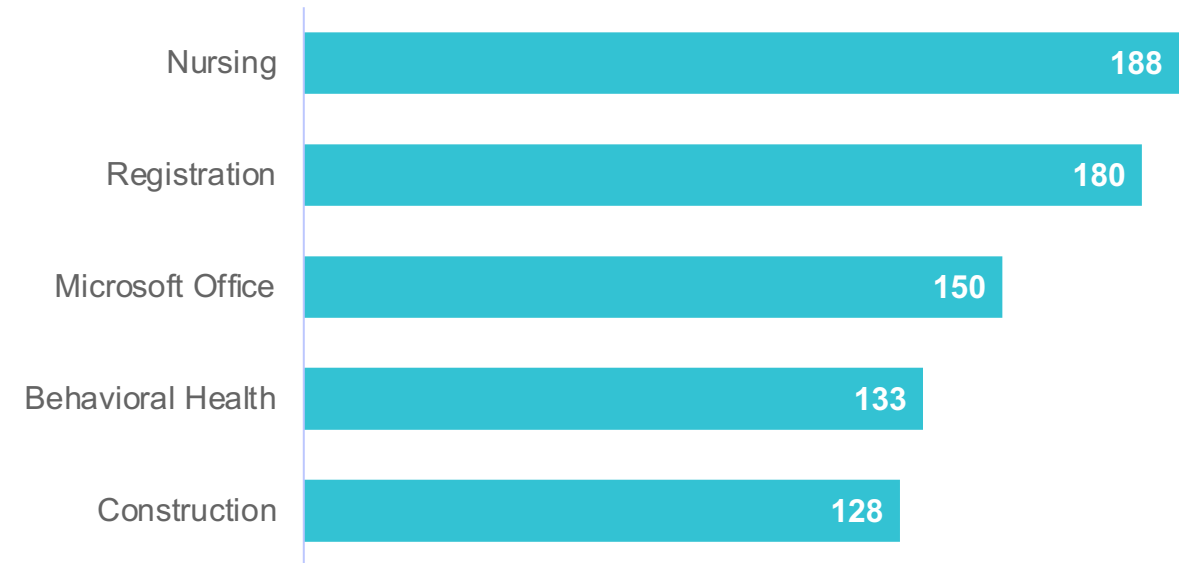


Even in-demand skills vary from county to county.

Highest Skills Demand Growth
Alameda County, CA
 May 2024 YoY Unit Change



Highest Skills Demand Growth
Riverside County, CA
 May 2024 YoY Unit Change



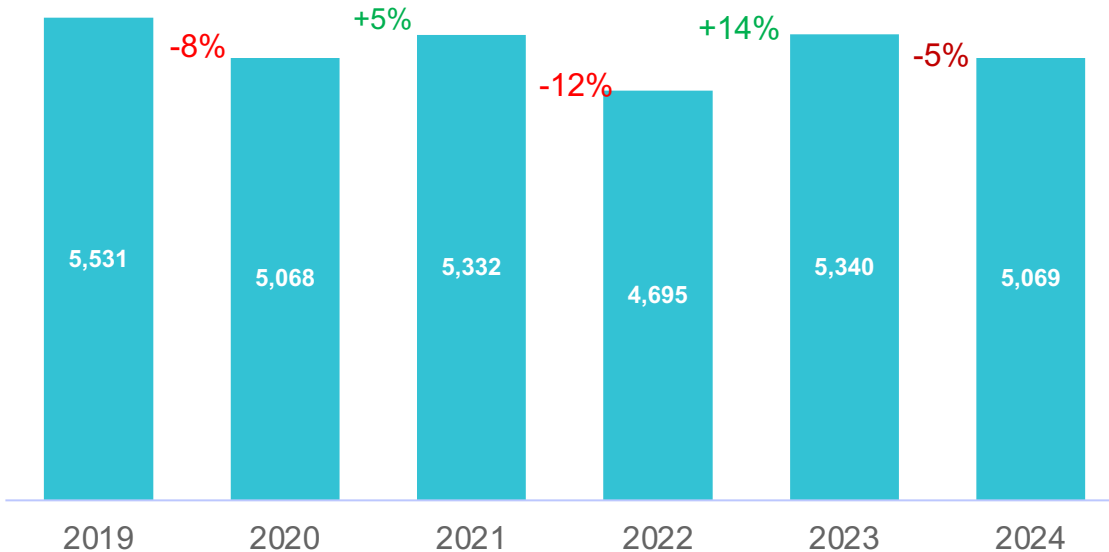


State, county, and city data can differ from national data.

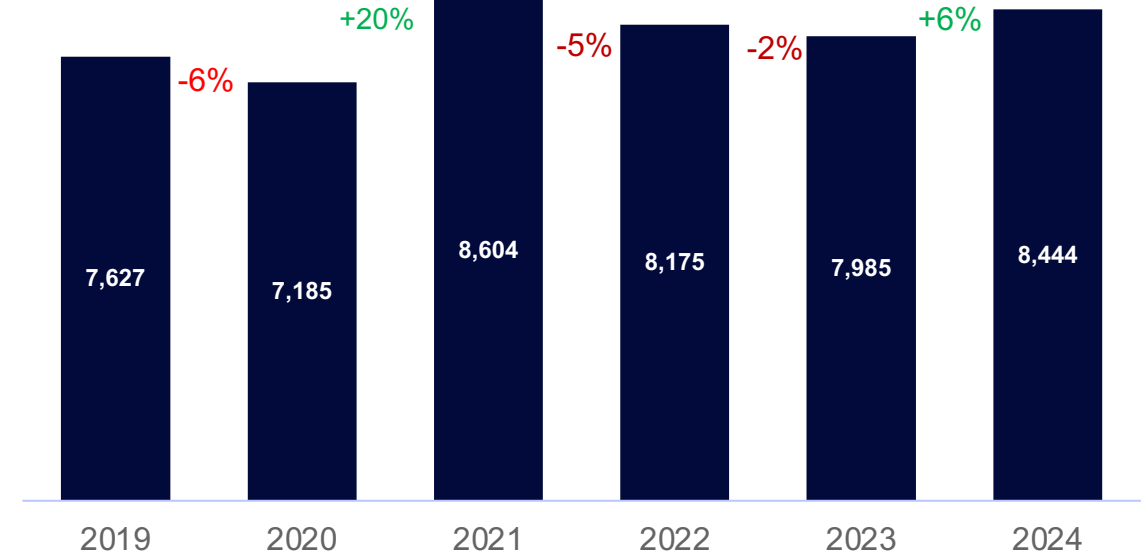
In Spring 2024, Ohio's new bachelor's spring enrollment fell 5% year-over-year.

- Master's grew 6%.

OH New Spring Enrollment
Bachelor's 2019 - 2024 -

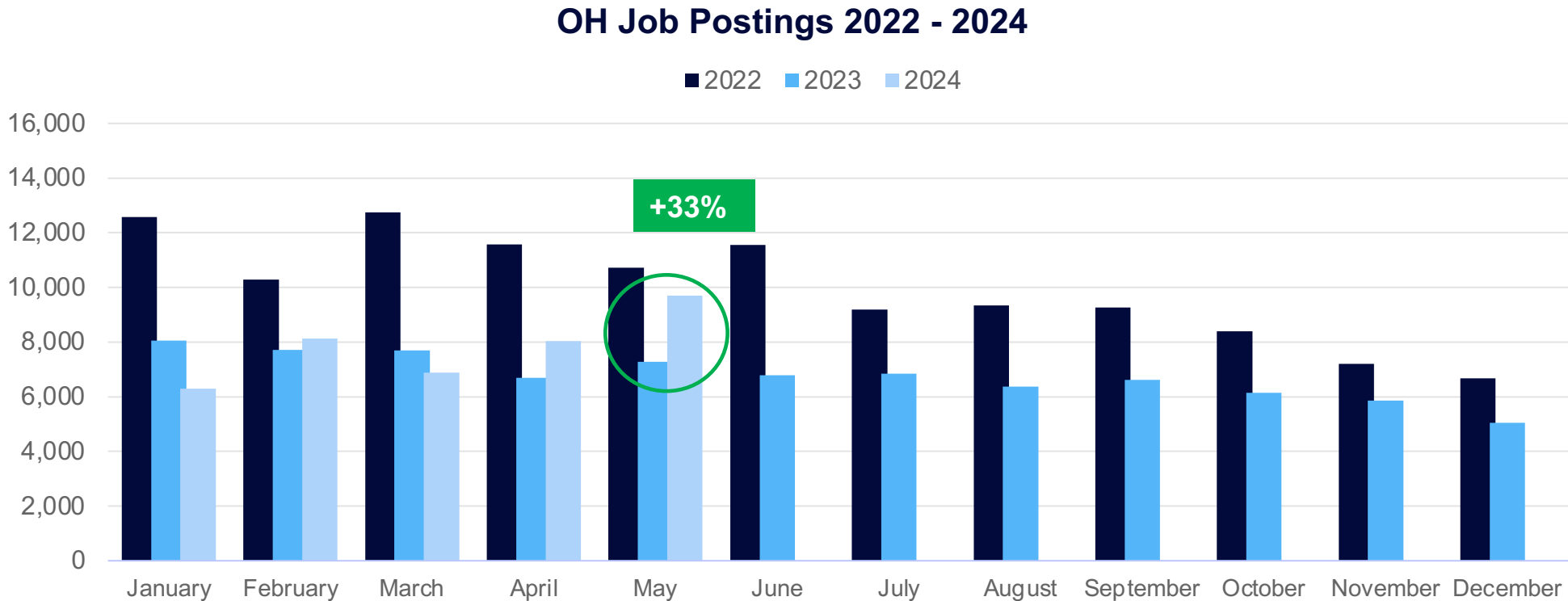


OH New Spring Enrollment
Master's 2019 - 2024 -



Ohio Job Postings

In May, Ohio job postings rose 33% year-over-year – sixteen points more than the US.

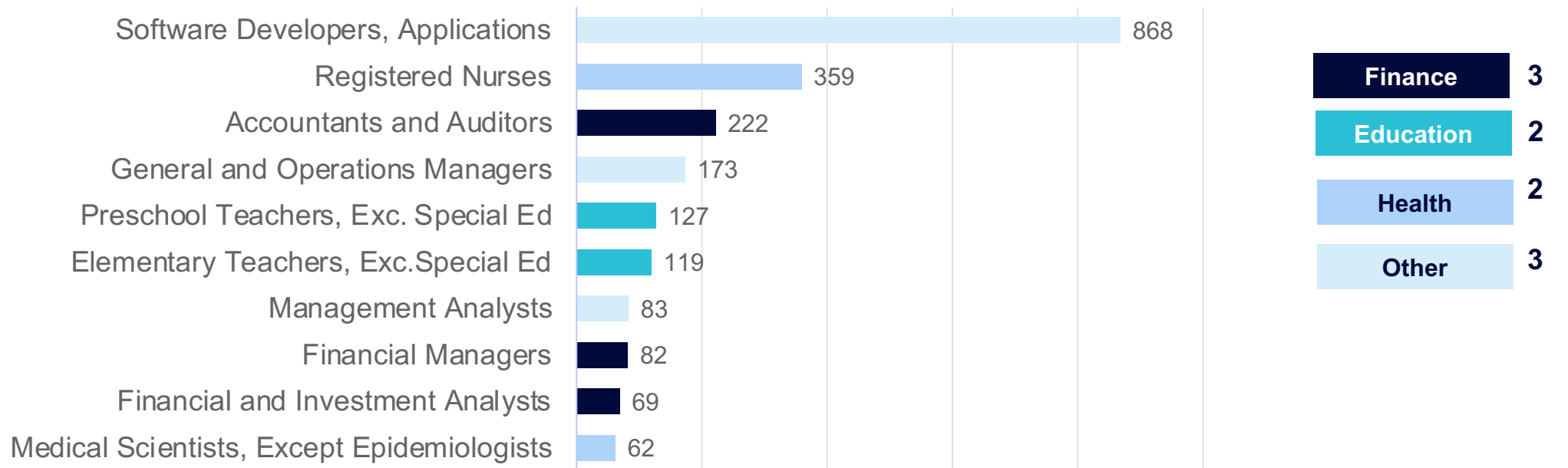


Source: PES Job Postings Dashboard

Ohio Job Posting Trends

In May, Software Developers job postings grew by 868 postings year-over-year.

OH Fastest-Growing Occupations*
Unit Change May 2024

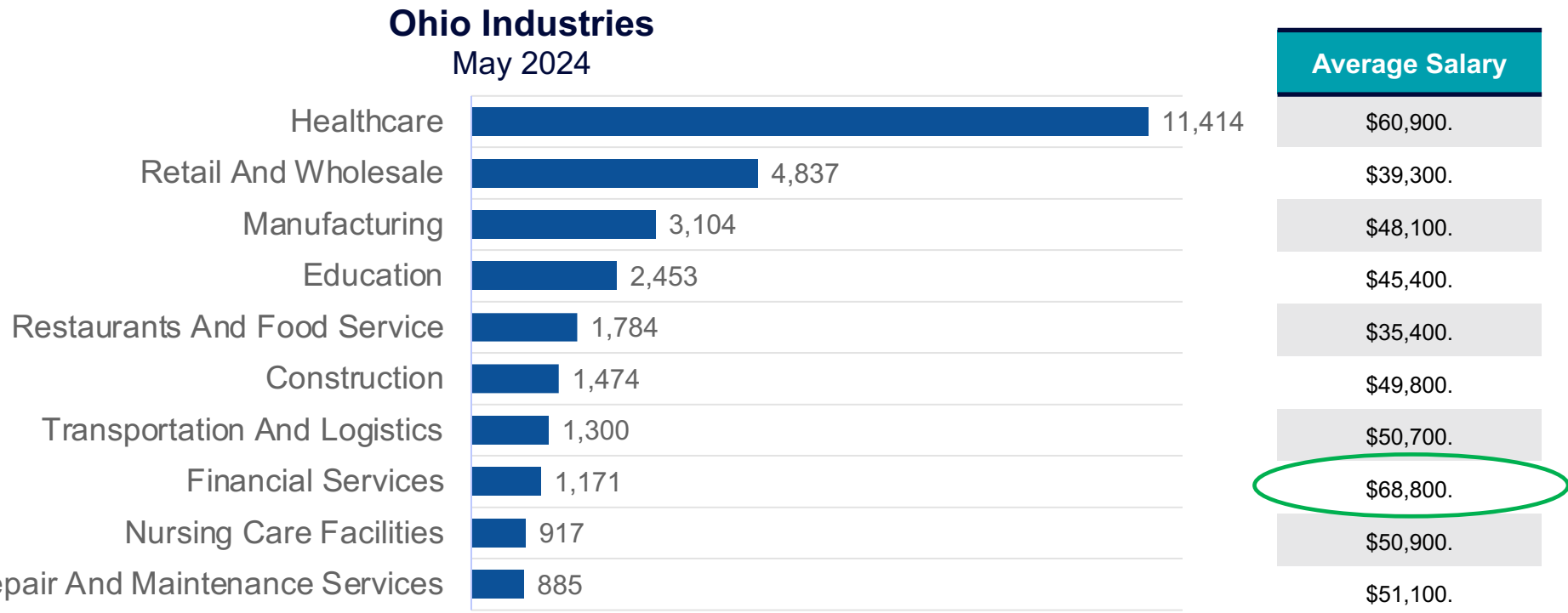


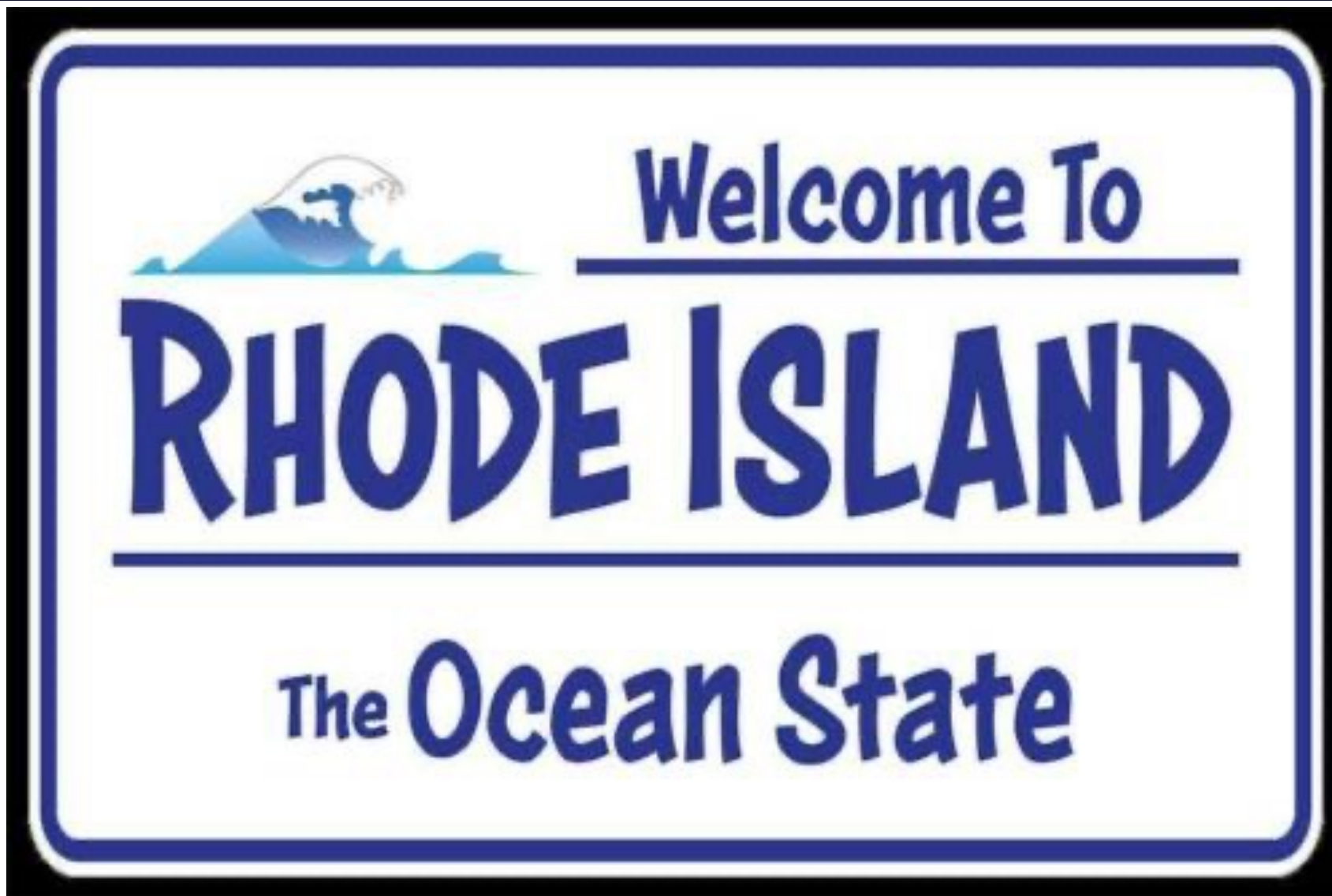
*excludes unskilled labor
Bachelor's and Master's level

Ohio Industries

In May, the healthcare industry had the highest number of job postings.

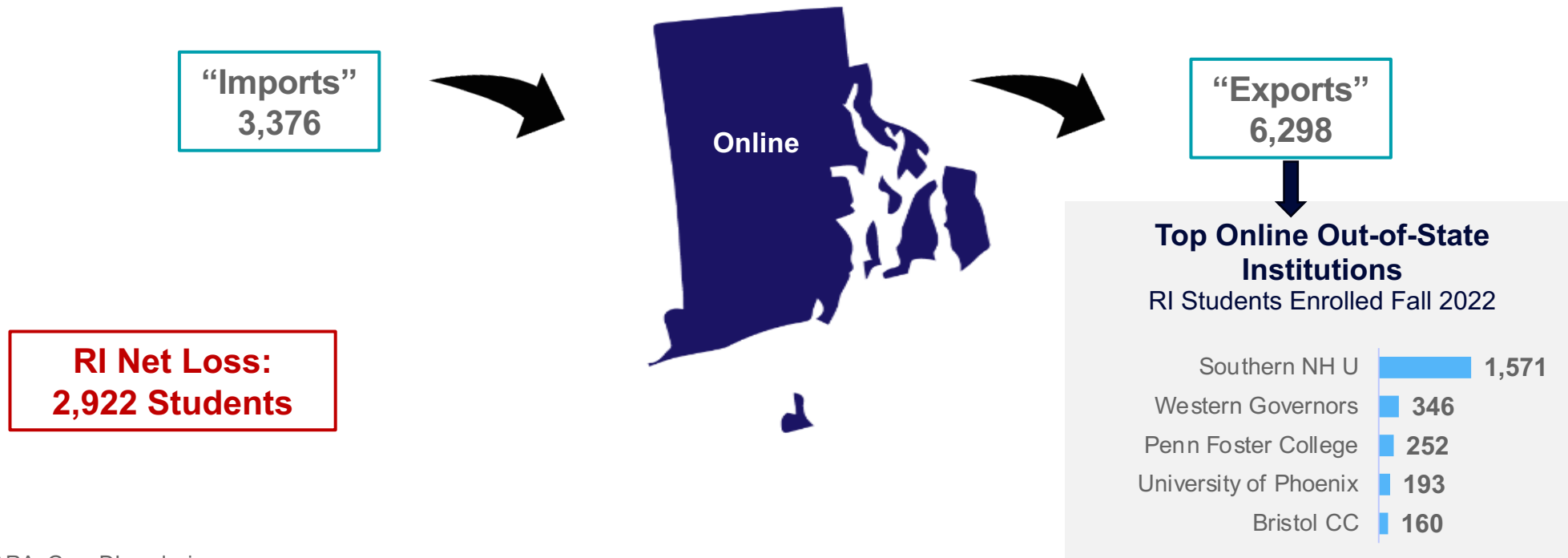
- Financial Services had the highest average salary.





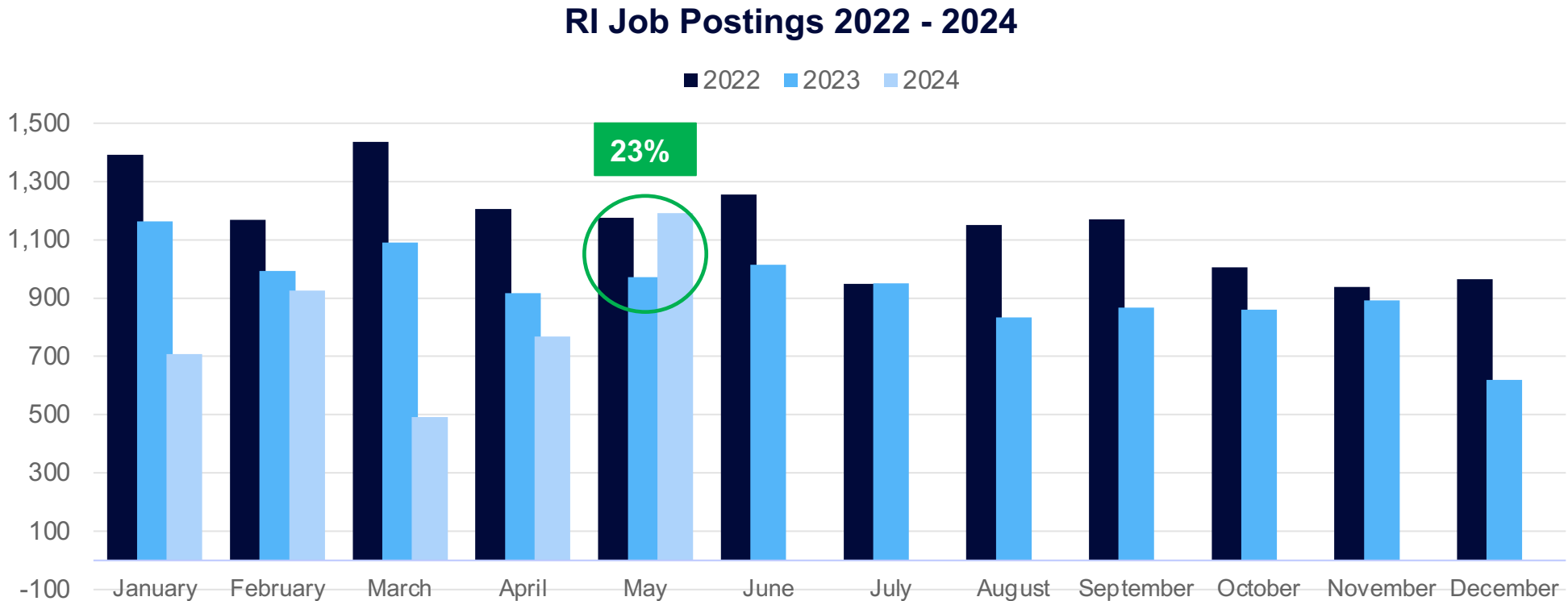
In Fall 2022, almost 6,300 Rhode Island students enrolled in online out-of-state institutions. Southern New Hampshire University won more than 1,571 students alone.

Online RI Enrollment Fall 2022



Rhode Island Job Postings Trends

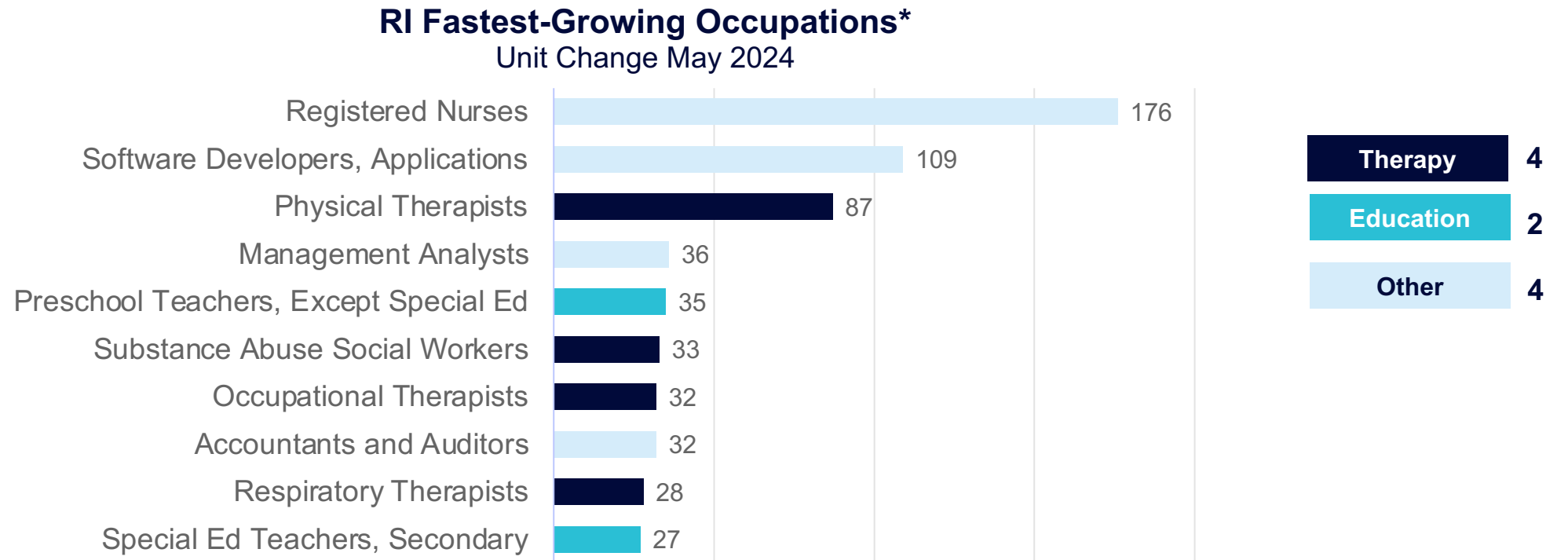
In May, job postings rose 23% year-over-year.



Source: PES Job Postings Dashboard

Rhode Island Job Posting Trends

In May, the demand for therapists grew year-over-year.



*excludes unskilled labor
Bachelor's and Master's level



Agenda

Program Evaluation – And Why It Matters

Understanding Program Demand Data

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

Summary

Summary

- In May, Google searches for academic programs increased 1% year-over-year.
 - Fashion Merchandising grew by 95%.
 - Google cost-per-click was flat.
- In Spring 2024, new enrollment in bachelor's programs fell by 4%.
 - Master's new enrollment rose by 5%.
- In Spring 2024, bachelor's new enrollment in Computer Software Engineering grew 34% year-over-year.
 - For Master's programs, Data Analytics/Data Science rose 39%.
- In May, international student interest grew by 28%.
- In May, US job postings rose 17% year-over-year.
 - AI job postings in retail grew by 1,338.
- Academic program data can vary significantly by state.
 - In California, half of the 10 programs with the fastest-growing new spring enrollment were in education.
 - More than half of Rhode Island online students enrolled out-of-state.
- **Please reach out for a job posting description search report or the state-specific data for your state.**

The Book



The Course

Earn Your APEM Certificate

Academic Program Evaluation and Management Course

Understand the data, systems, processes, and people needed to make well-informed and fully supported program decisions



Presented by Gray DI and Bay Path University

Upcoming webinars

Topic	Date
Demand Trends Webcast: Community Colleges	Wednesday July 24 th at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	Thursday July 25 th at 2 PM ET

Podcast

Listen on Spotify



Listen on Apple

