



Demand for Higher-Education Programs Community College Perspective

June 26th, 2024



Agenda

Why a Program Evaluation System?

Student Demand

- Leading Indicators: Google
- Recent Trends: Enrollment
- Non-Degree Courses

National Employment: Current Indicators

Local Matters: California, Ohio, Rhode Island

Summary



An academic Program Evaluation System enables growth and sustainable financials.



Why bother?

- **Well-informed program evaluation increases revenue:**
 - Pick the right new programs.
 - Invest in the right programs to grow.

- **Program Economics helps to streamline cost without disruption:**
 - Identify under-enrolled courses and sections.
 - Reduce faculty course loads and re-invest in growth.
 - Sustain more streamlined programs.



**Revenue Growth
Online Graduate School**

**Cost Savings
Small College**



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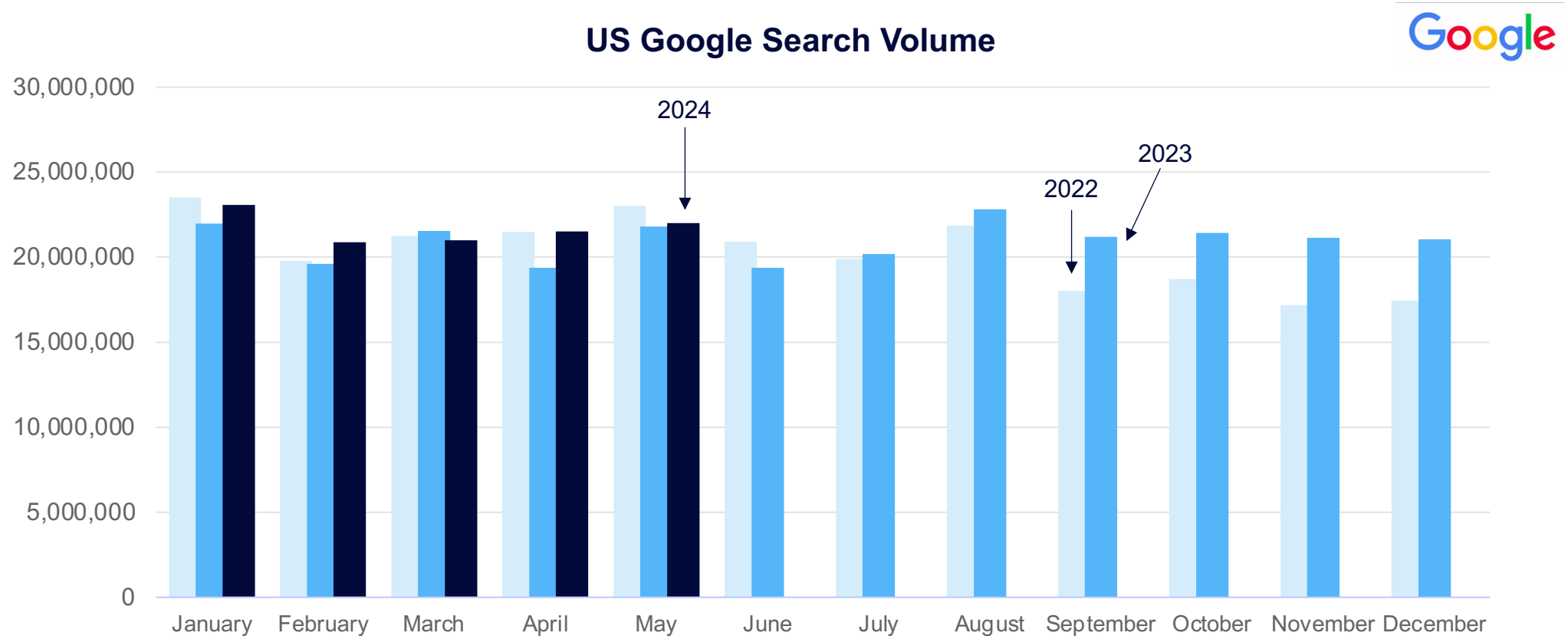
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Google Search Trends: Programs

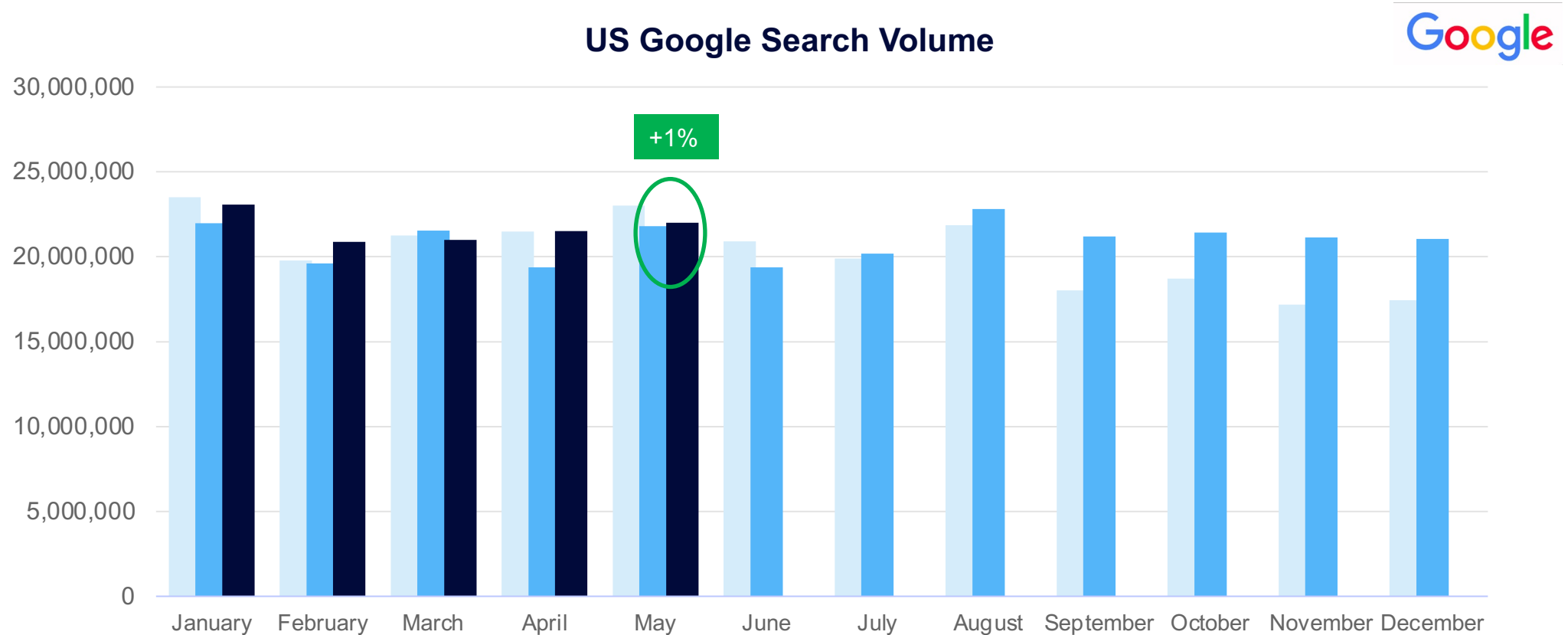
Gray tracks Google searches for over 900 programs (90% of all US completions).



Source: PES Keyword Search Dashboard

“Google” Search Trends: Programs

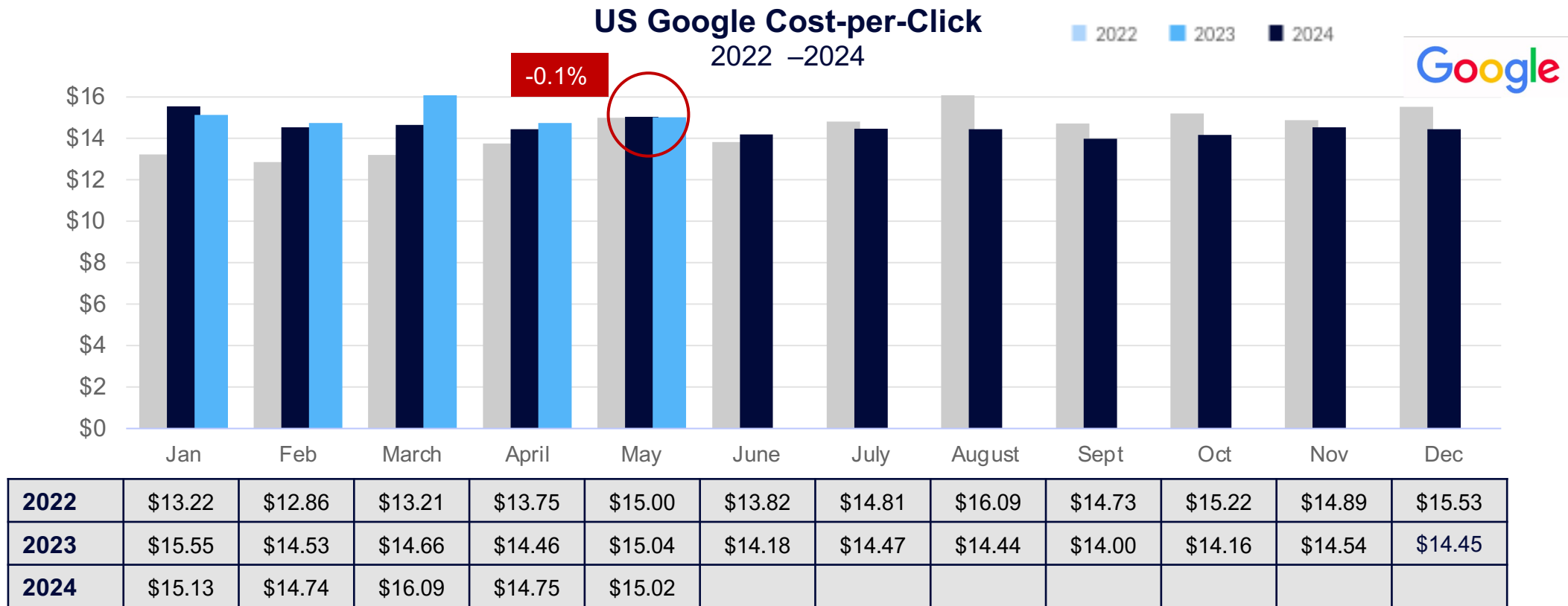
In May 2024, Google searches increased 1% year-over-year.



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.

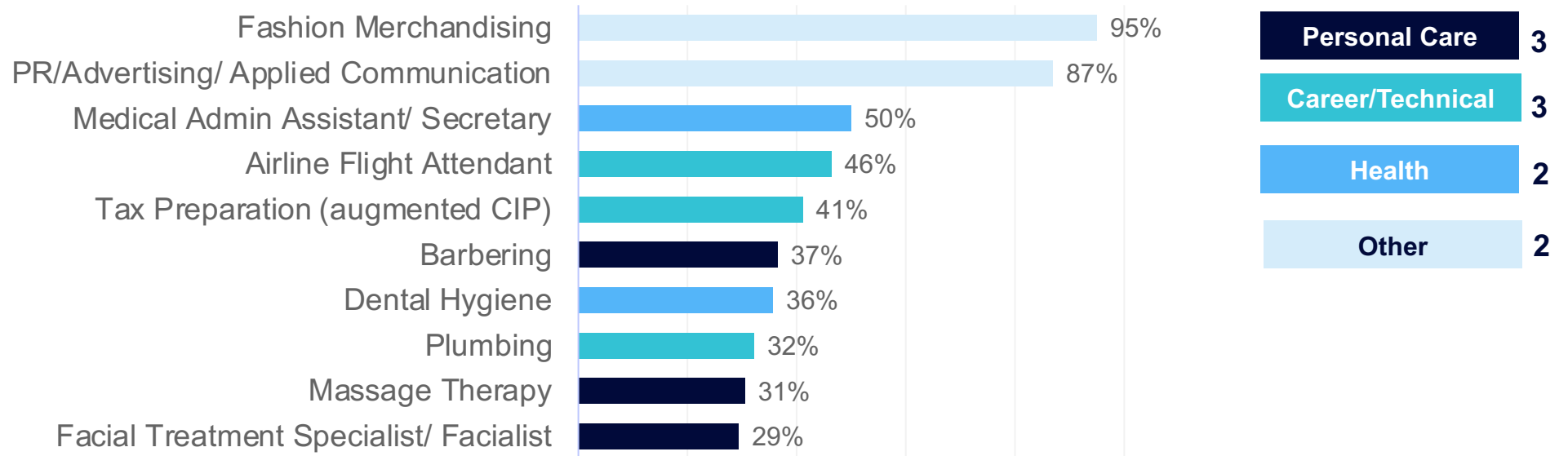


Google Searches for Academic Programs



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

US Fastest-Growing Programs May 2024 YoY



Source: PES Keyword Search Dashboard

*Minimum 10,000 searches May 2023

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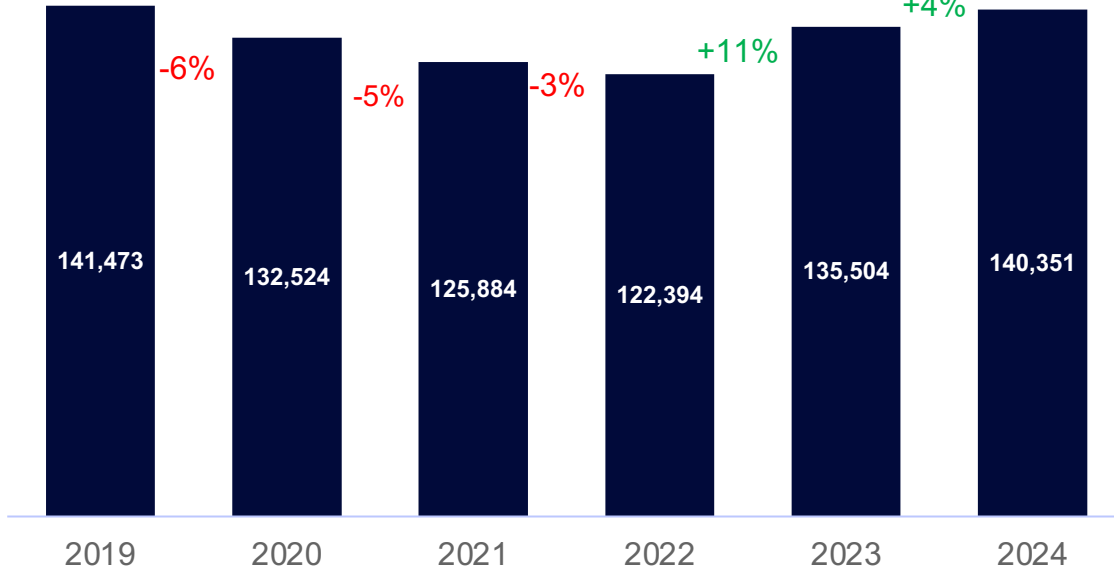
Summary



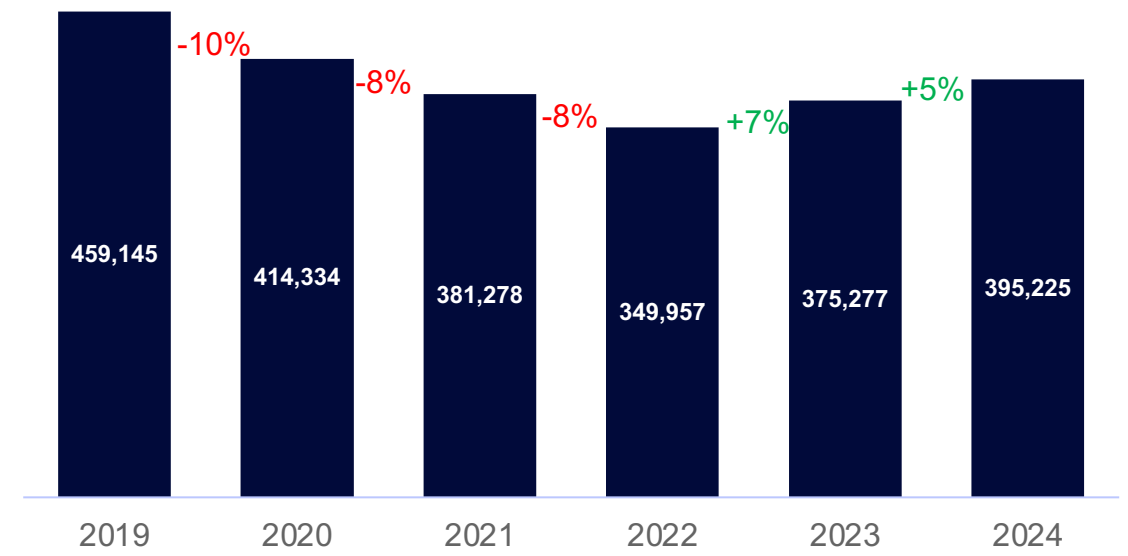
Spring New Student Enrollment

In Spring 2024, US new enrollment rose 4% for certificates and 5% for associate degrees.

New Spring Enrollment Certificate 2019 - 2024



New Spring Enrollment Associate 2019 - 2024

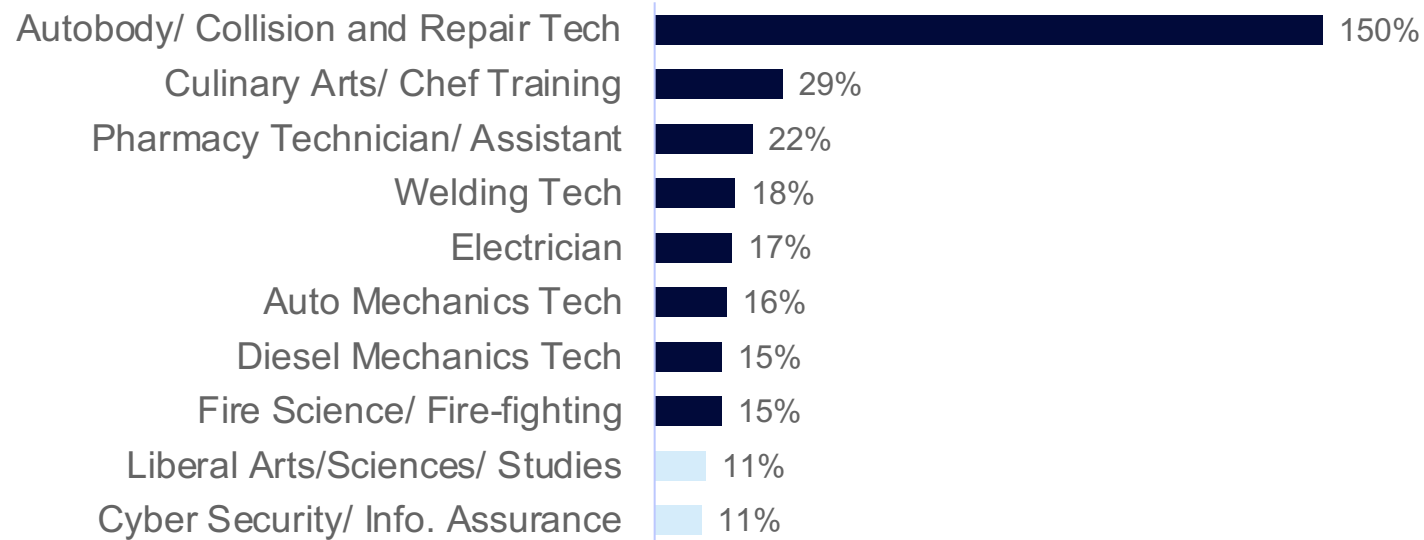


Source: PES Program Enrollment Dashboard

Certificate: US Spring 2024 Fastest-Growing New Enrollment Year-over-Year

In Spring 2024, Autobody/Collision Repair Tech grew 150% year-over-year.

US Fastest-Growing New Enrollment* Certificate Programs Spring 2024 YoY

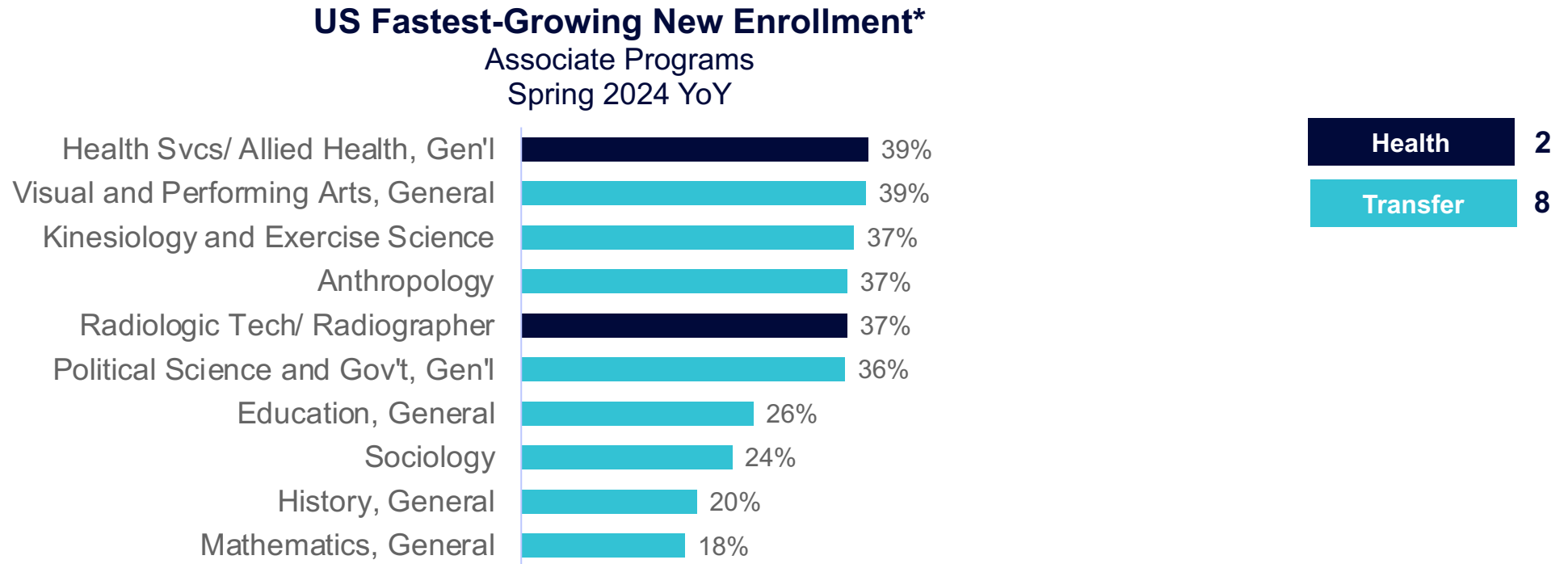


Career/Technical 8

Other 2

Associate: US Spring 2024 Fastest-Growing New Enrollment Year-over-Year

In Spring 2024, Allied Health grew 39% year-over-year.



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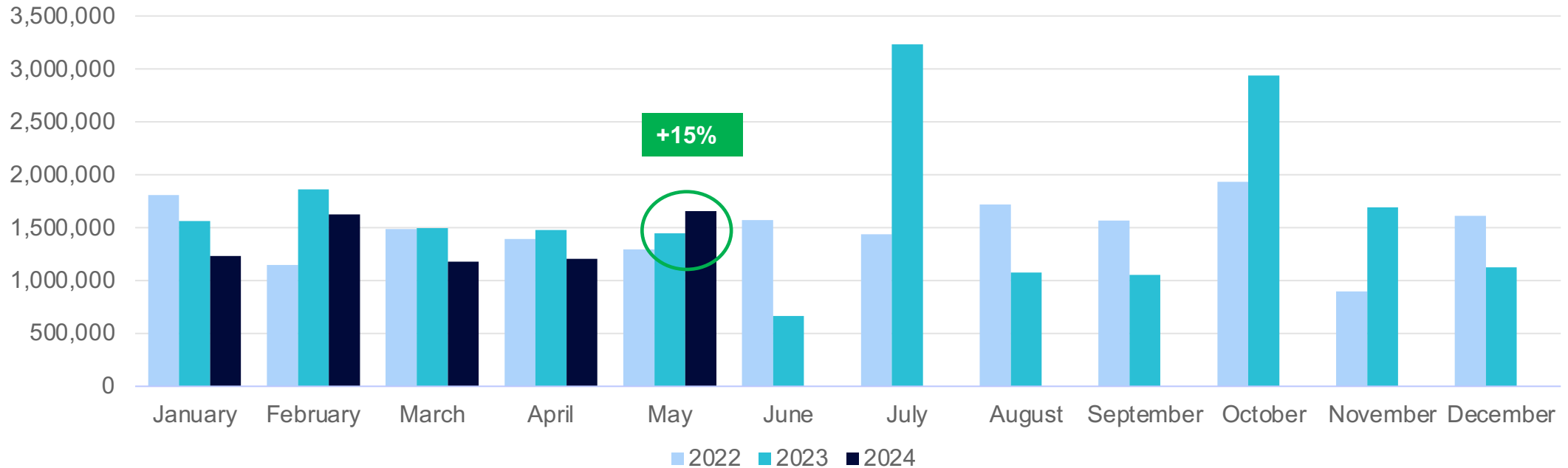
Local Matters: California, Ohio, Rhode Island

Summary

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

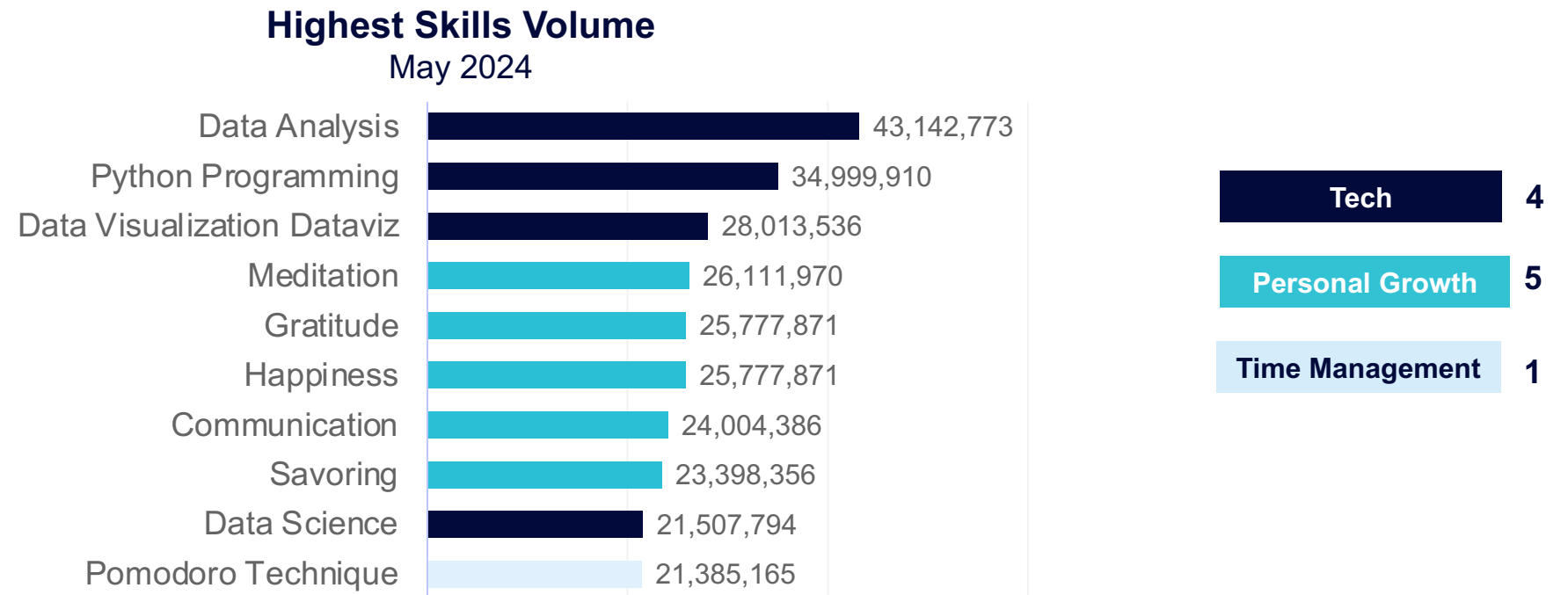
In May, Coursera enrollment rose 15% year-over-year.

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.



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Commonly available data sources only count direct prep jobs.

Mathematics aligns with seven occupations in a traditional direct prep construct.

- Gray DI data on almost 32,000 Associate in Mathematics program graduates identifies 749 occupations.
- Associate in Mathematics grads work in 147 industries.

Myth

NCES

Data Scientists

Mathematical Science Occupations, All Other

Mathematical Science Teachers, Postsecondary

Mathematicians

Natural Sciences Managers

Secondary School Teachers, Except Special and Career/Technical Education

Statisticians

Reality

Highest Volume of Occupations

First Four Years After Graduation

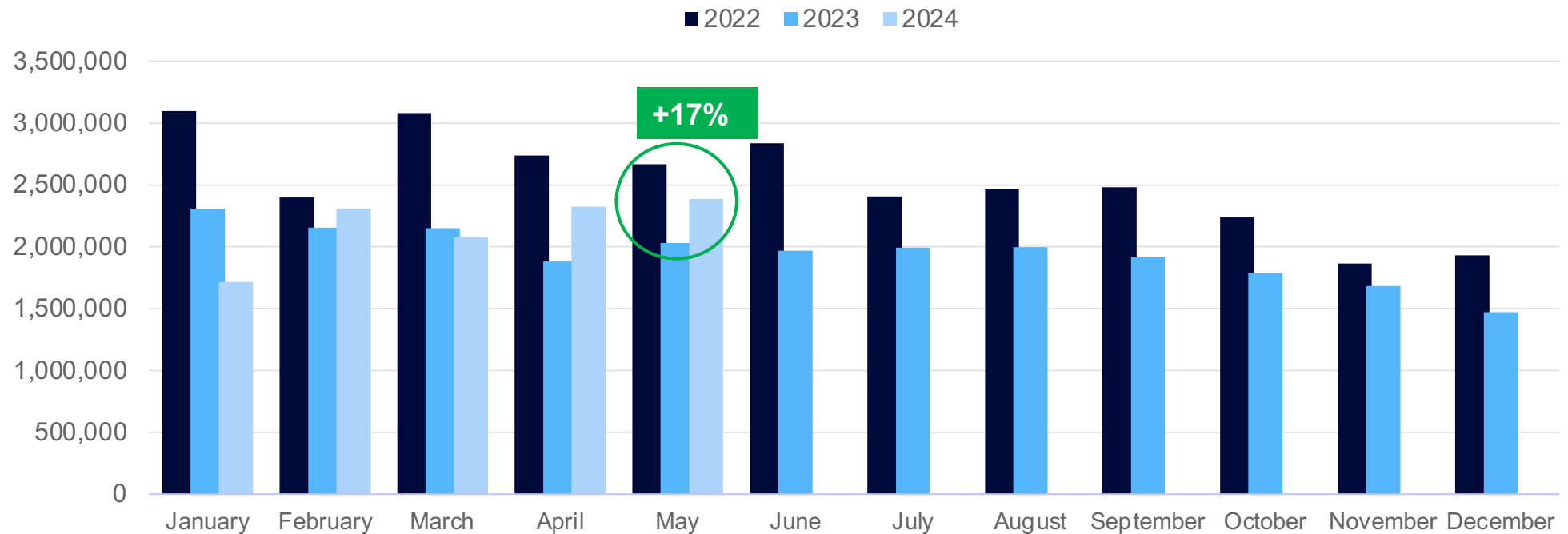
Associate in Mathematics



US Job Postings Trends

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

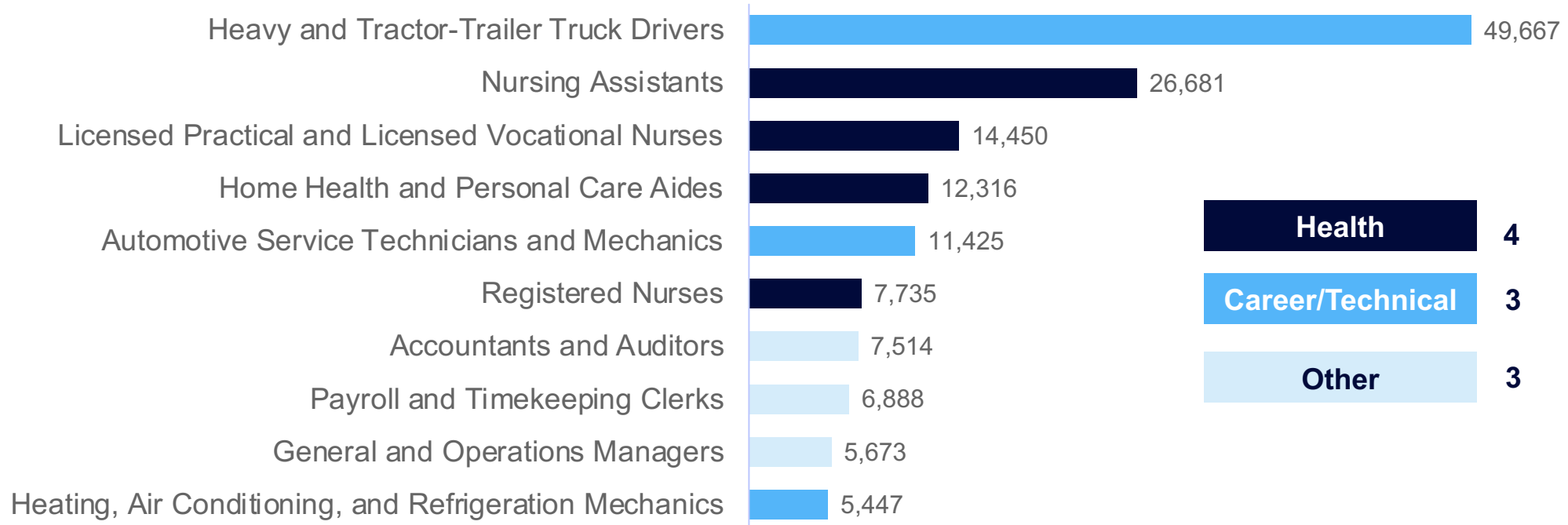
US Job Postings 2022 - 2024



Source: PES Job Postings Dashboard

In May, which occupations had the fastest annual job posting growth?

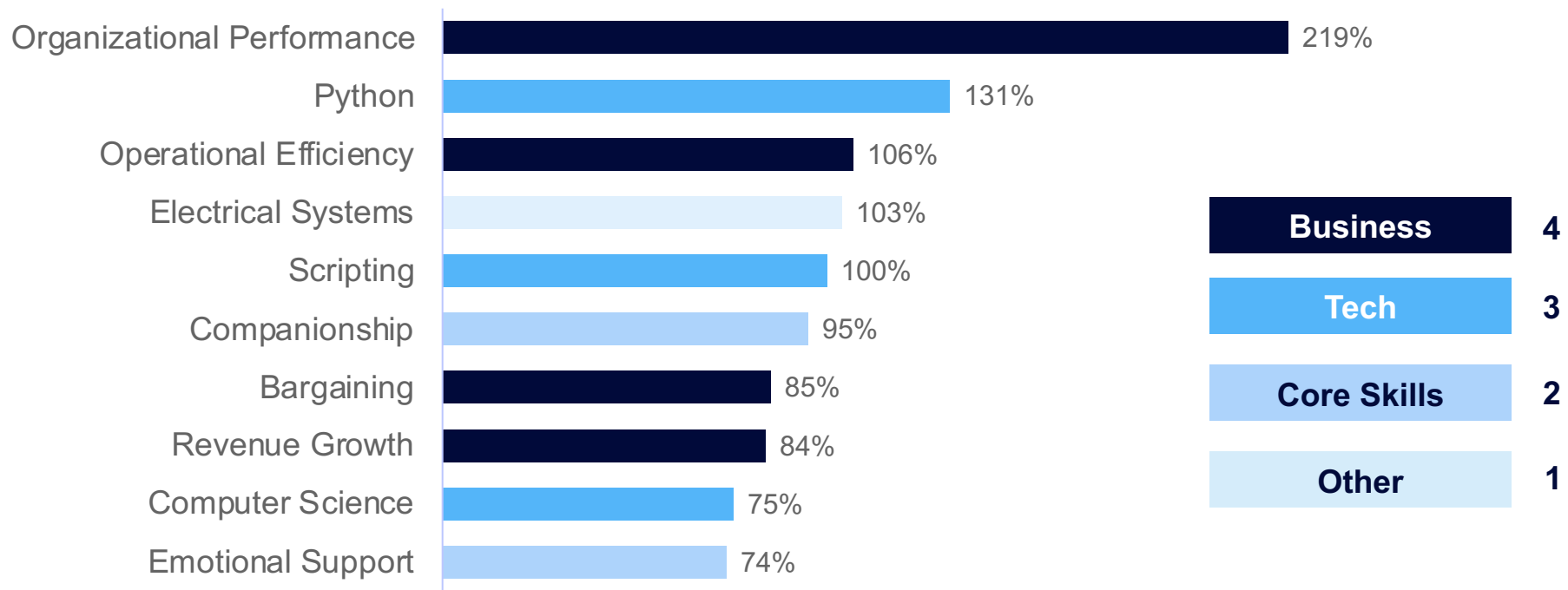
US Fastest-Growing Occupations* Unit Change May 2024 YoY



*Excludes unskilled labor and occupations requiring a graduate degree
Minimum 500 jobs May 2024

Which skills are growing in demand across the US?

Fastest-Growing Skills YoY
Listed in Job Postings, May 2024



*Excludes unskilled labor
Minimum 10,000 skills May 2024



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Google Search Trends: California Programs

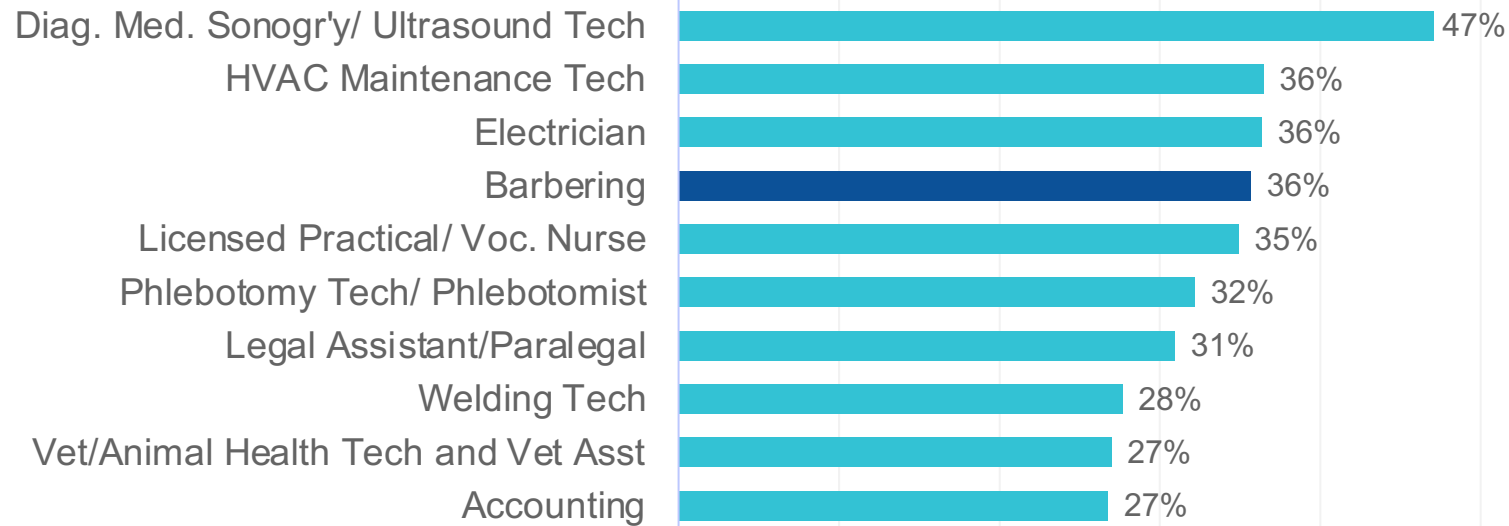
In May, searches for Ultrasound Tech increased 47% year-over-year.

- Only one program overlapped with the US fastest-growing program searches.



Overlap with US 10
Fastest-Growing

CA Fastest-Growing Programs* May 2024 YoY

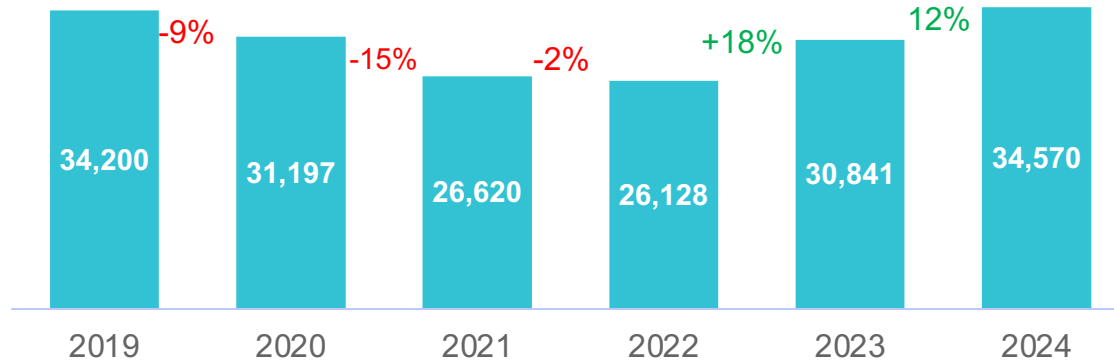


*Minimum 10,000 searches May 2023

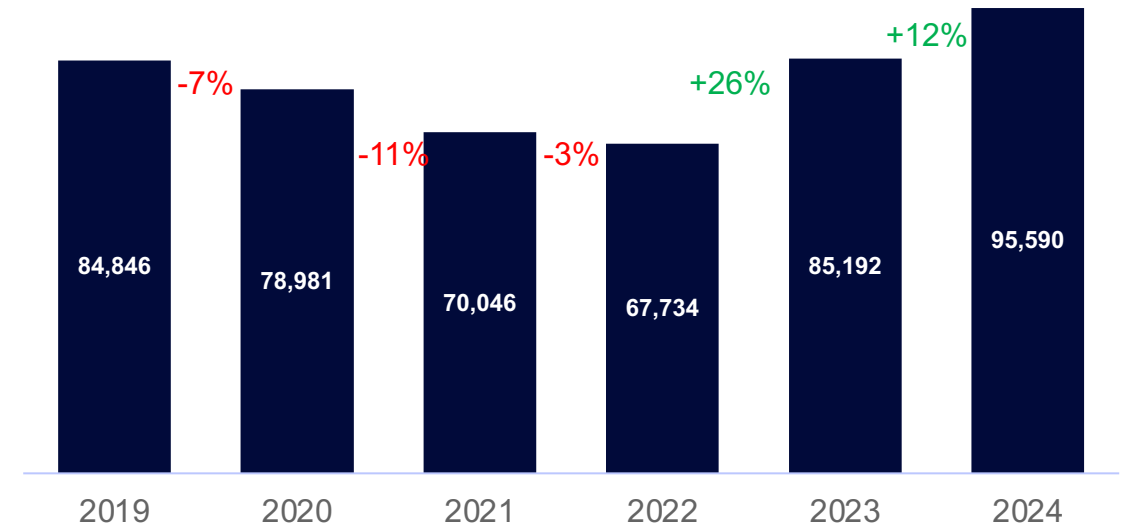
State, county, and city data usually differ from national data.

In Spring 2024, California certificate and associate new enrollment grew 12% year-over-year.

CA New Spring Enrollment
Certificate, 2019 - 2024

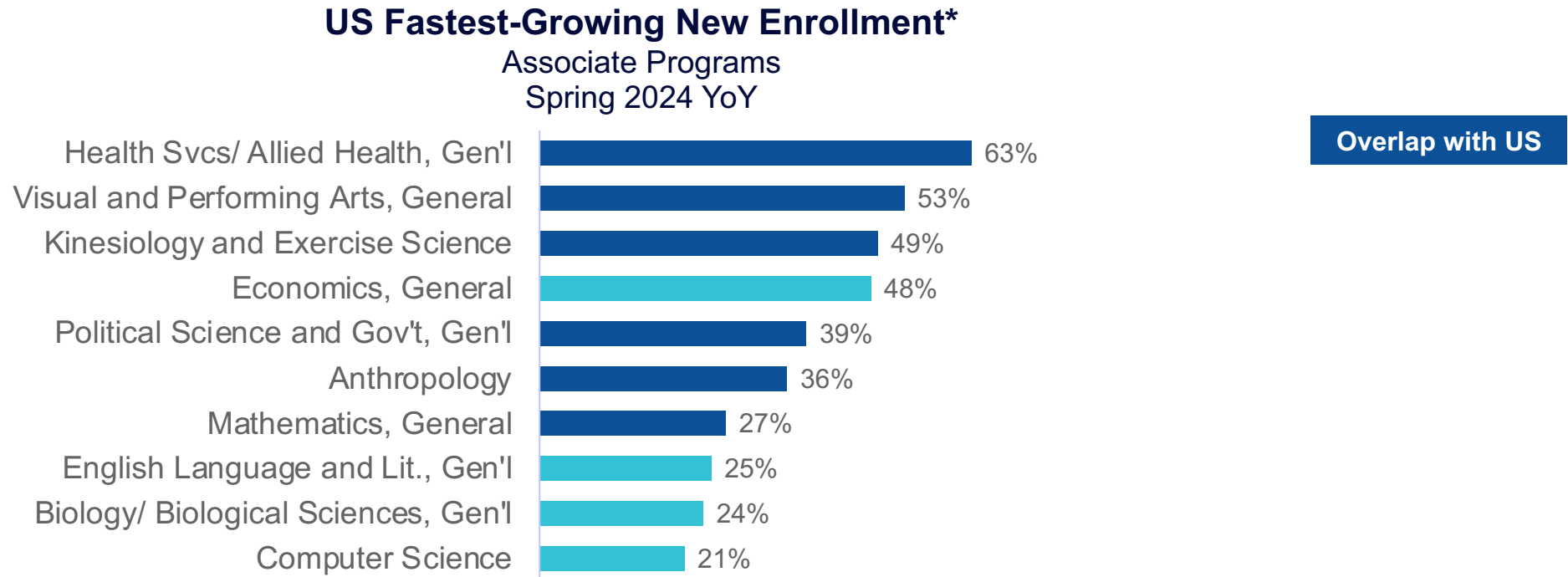


CA New Spring Enrollment
Associate 2019 - 2024



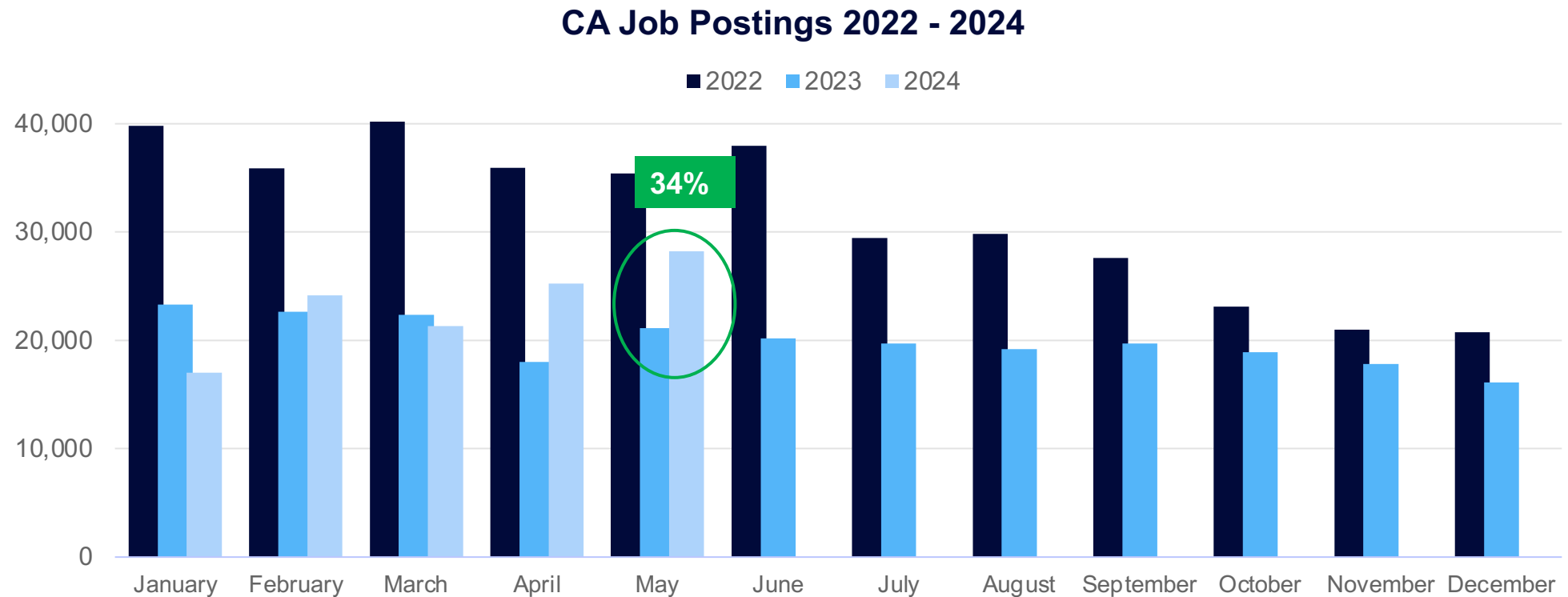
Associate: CA Spring 2024 Fastest-Growing New Enrollment Year-over-Year

In Spring 2024, over half of California's fastest-growing programs overlapped with the US.



California Job Postings Trends

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



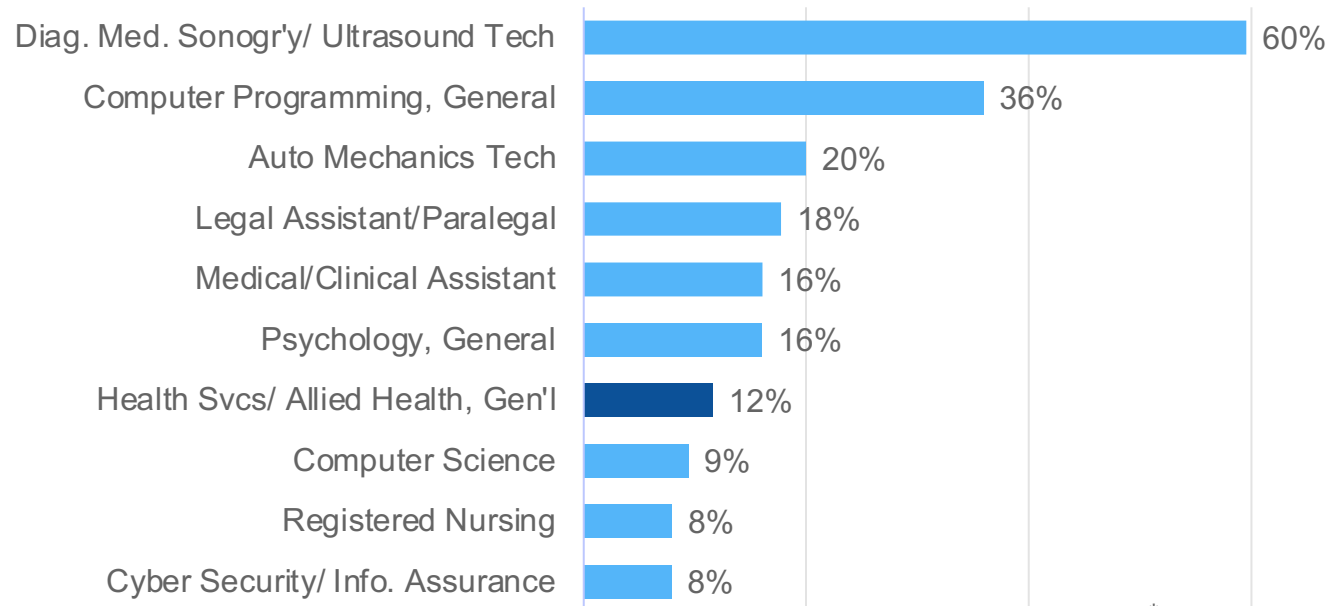


Ohio's Fastest-growing New Student Enrollment: Associate

In Spring 2024, Ultrasound Tech grew 60% year-over-year.

- Only one program overlapped with the US.

OH Fastest-Growing New Enrollment*
Associate, Spring 2024 YoY



Overlap with US

*

*Minimum enrollment Spring 2023: 50

Ohio Job Postings

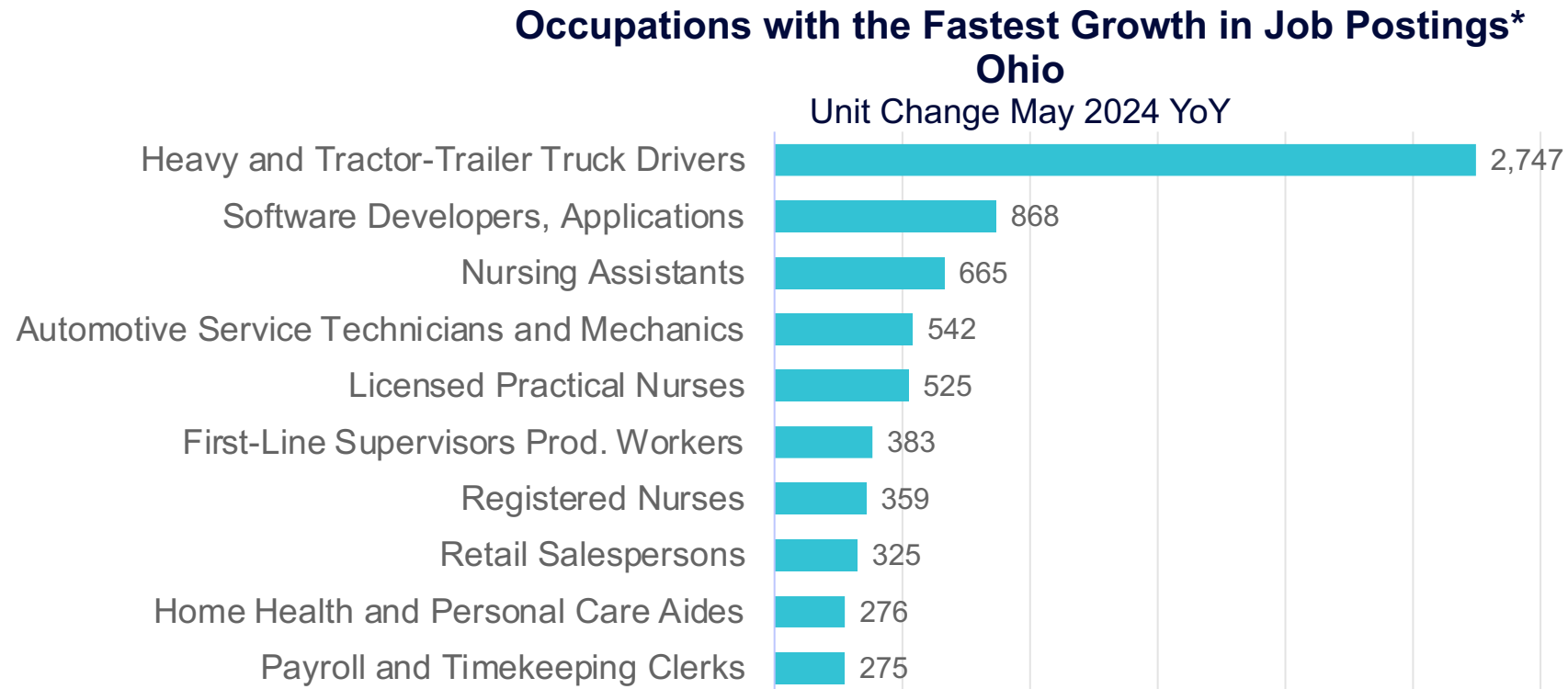
In May, Ohio job postings rose 33% year-over-year – sixteen points more than the US.



Source: PES Job Postings Dashboard

Ohio: Job Postings Trends

In May, Heavy and Tractor-Trailer Truck Drivers job postings grew by over 2,747 YoY.



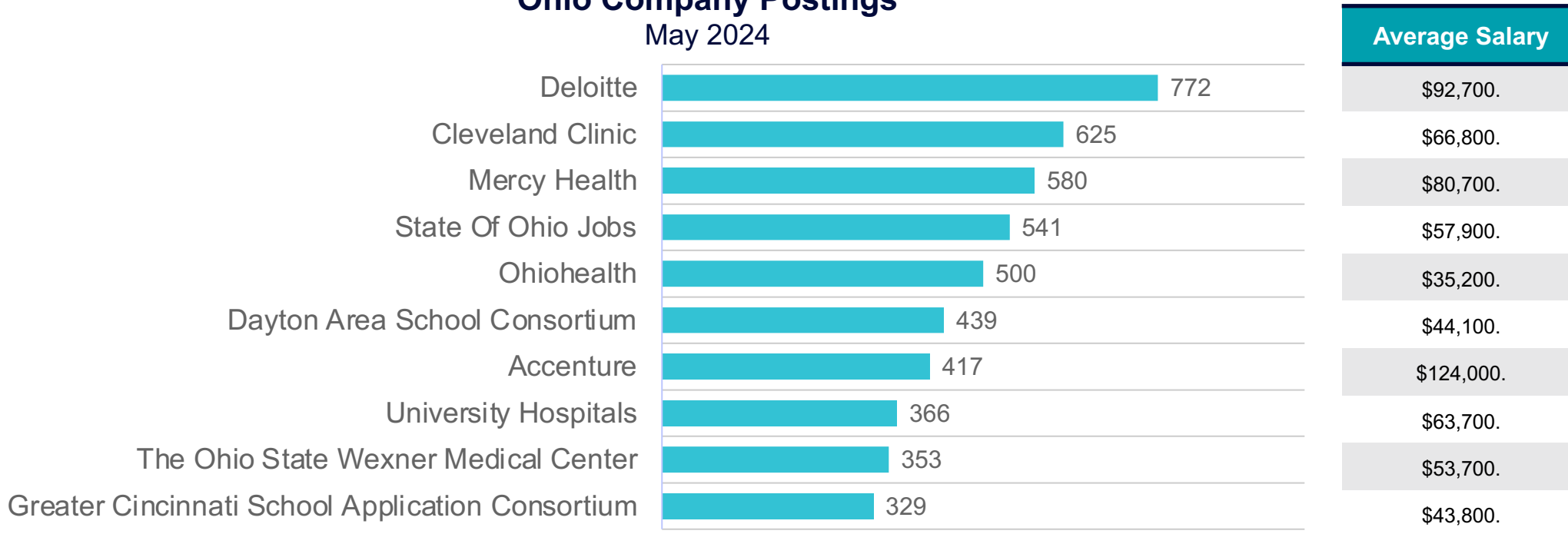
*Excludes unskilled labor and jobs requiring a graduate degree

Ohio Companies

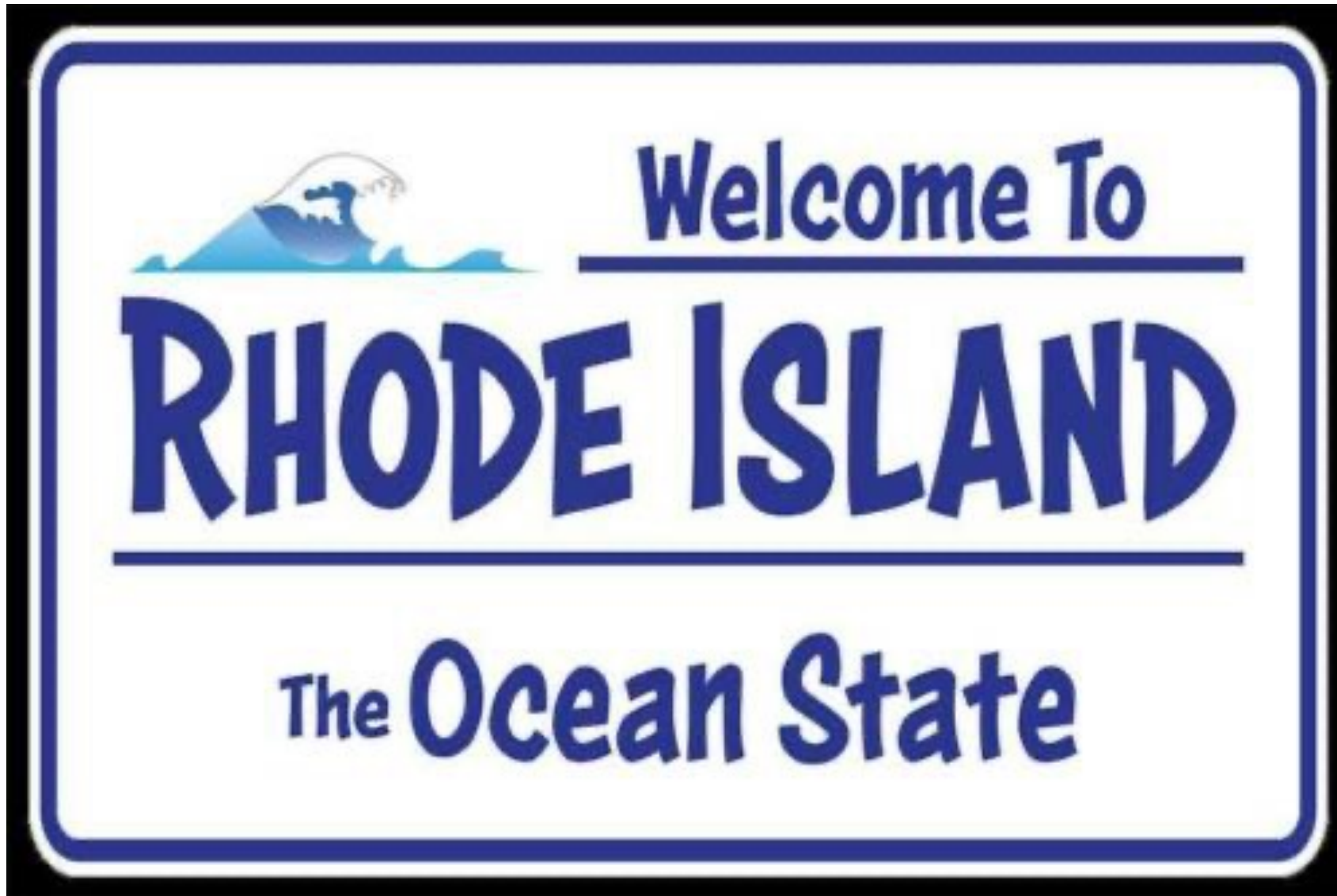
In May, Deloitte had the highest number of job postings.

- Accenture had the highest average salary.

Ohio Company Postings
May 2024



Source: PES Job Postings Dashboard

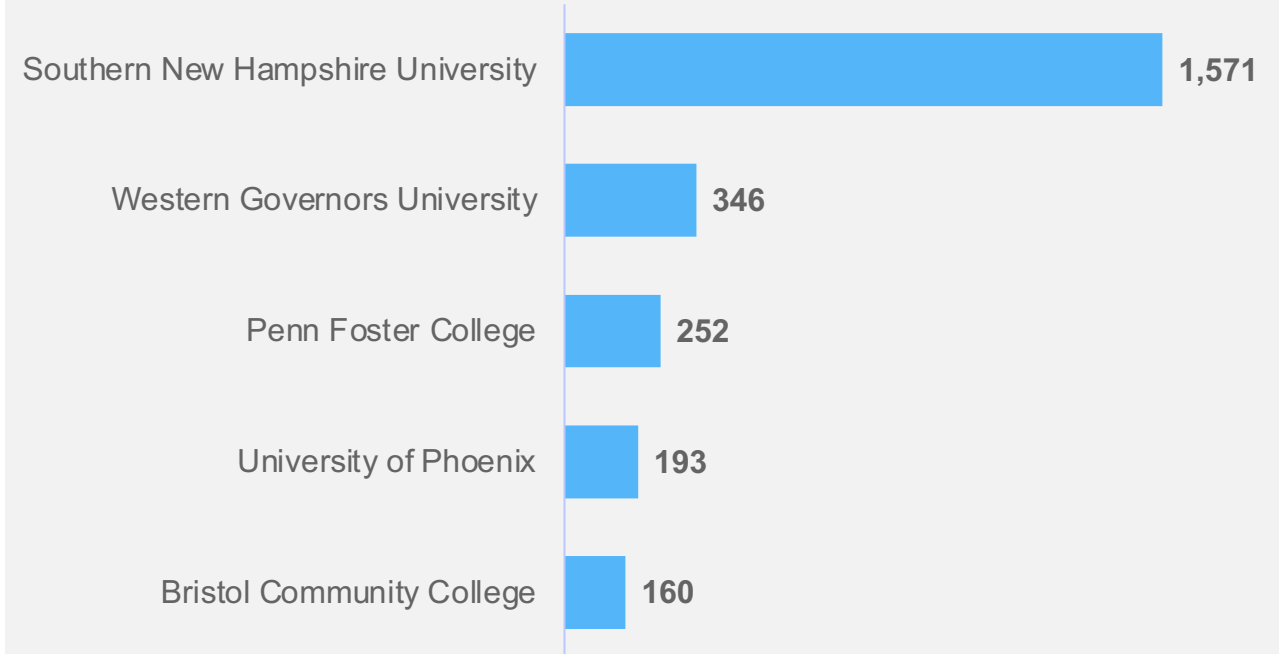


**In Fall 2022, more than 6,400 RI students enrolled in online out-of-state institutions.
Southern New Hampshire University won more than 1,571 students alone.**

Total Online Enrollment Fall 2022

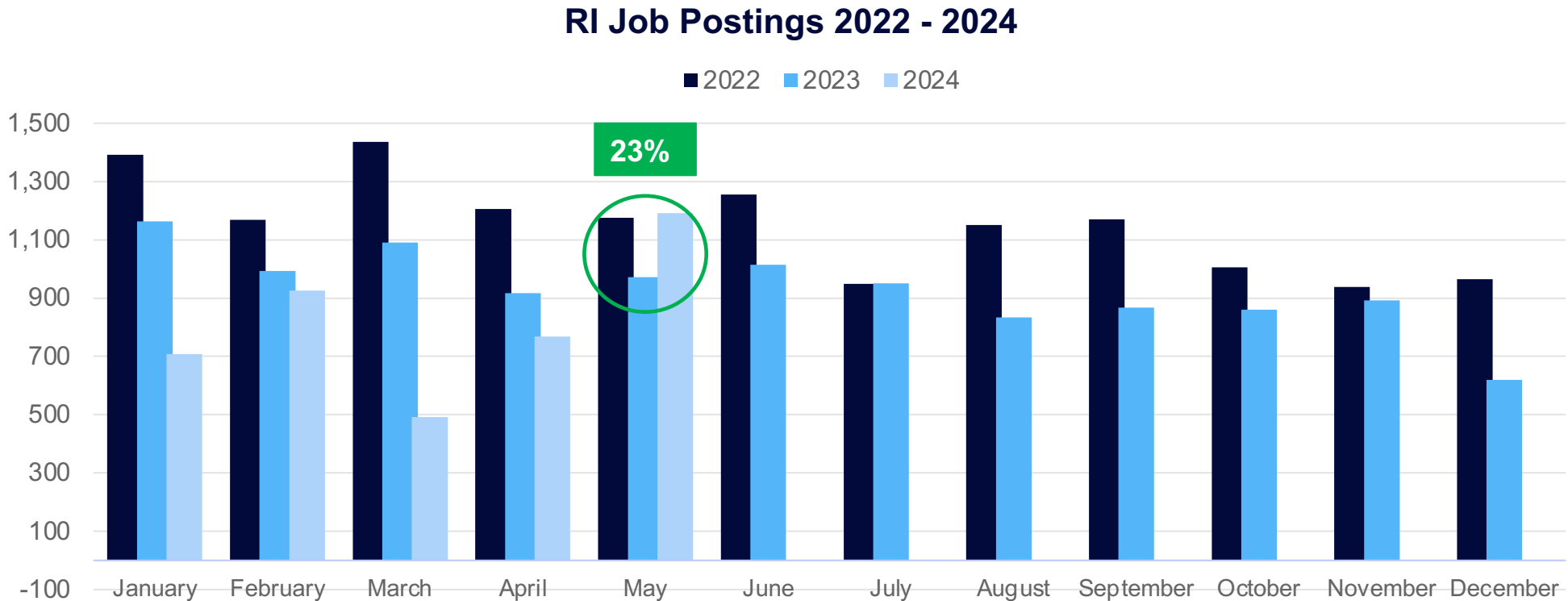


Top Online Out-of-State Institutions RI Students Enrolled Fall 2022



Rhode Island Job Postings Trends

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

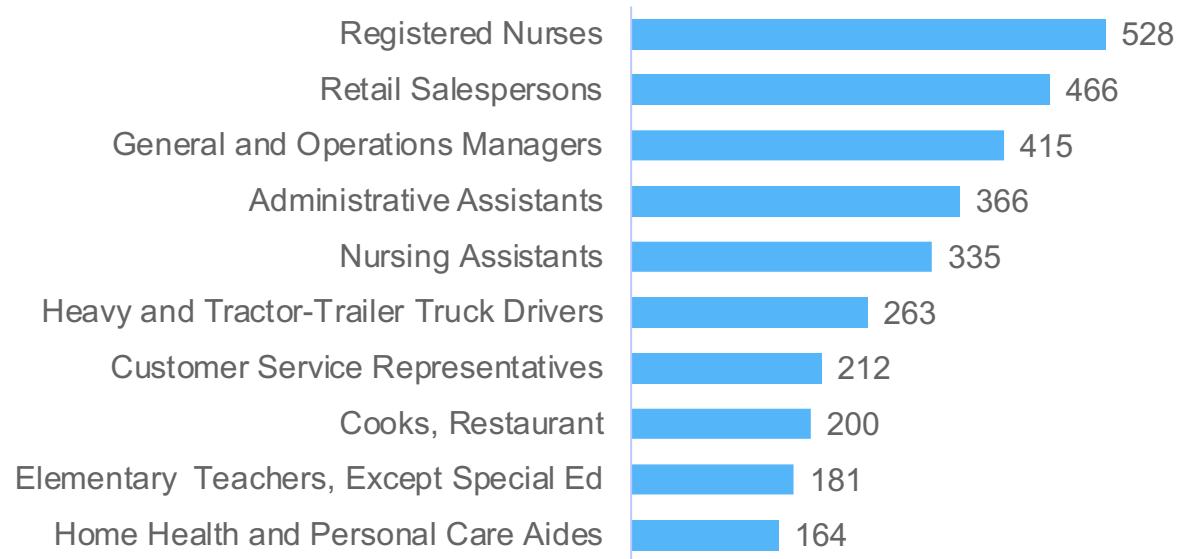


Source: PES Job Postings Dashboard

Rhode Island Job Postings

In May, the highest demand was for Registered Nurses.

Highest Volume of Job Postings
Rhode Island
May 2024



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Summary

Summary

- In May, US Google searches for academic programs rose 1% year-over-year.
 - Fashion Merchandising grew 95%.
- Spring new enrollment in certificates rose 54% year-over-year; associate enrollment rose 5%.
 - At the certificate level, Autobody/Collision and Repair Tech grew 150%.
 - At the associate level, Allied Health grew 39%.
 - Eight of the 10 fastest-growing associate programs are traditionally transfer-focused.
- In May, US job postings rose 17% year-over-year.
 - Job postings for Heavy/Tractor-Trailer Drivers increased by 29,667 year-over-year.
 - Business and core skills grew in demand.
- Results vary significantly by state and county; you need data for the specific market you serve.
 - Job postings in California and Ohio doubled the US' in terms of growth.
 - Rhode Island's in-state online enrollment is less than half that of out-of-state, predominantly in the largest online schools.

Upcoming webinars

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

