



**GRAY**<sup>™</sup>  
DECISION INTELLIGENCE

## **Demand for Higher – Education Programs: Community Colleges**

August 28, 2024

# Agenda

## What is a Program Evaluation System?

### Student Demand

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

### Employment: Current Indicators

### Occupational Reports

### Summary

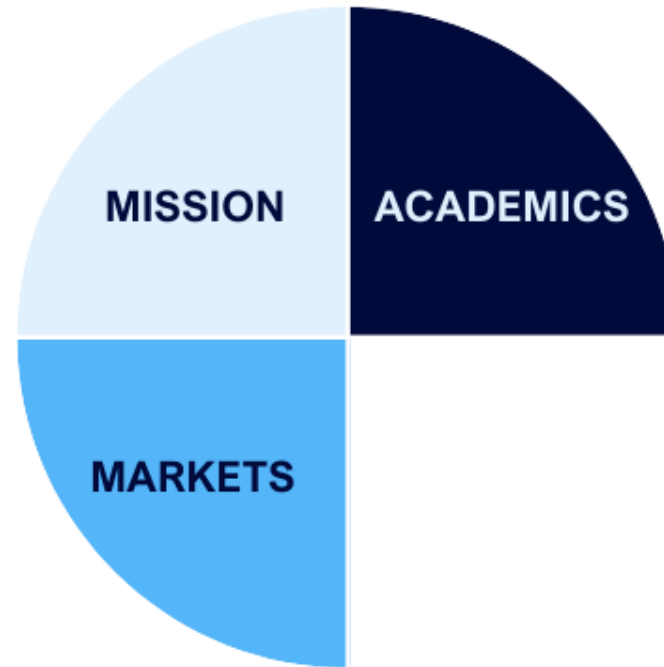
**An academic Program Evaluation System enables growth and sustainable financials.**



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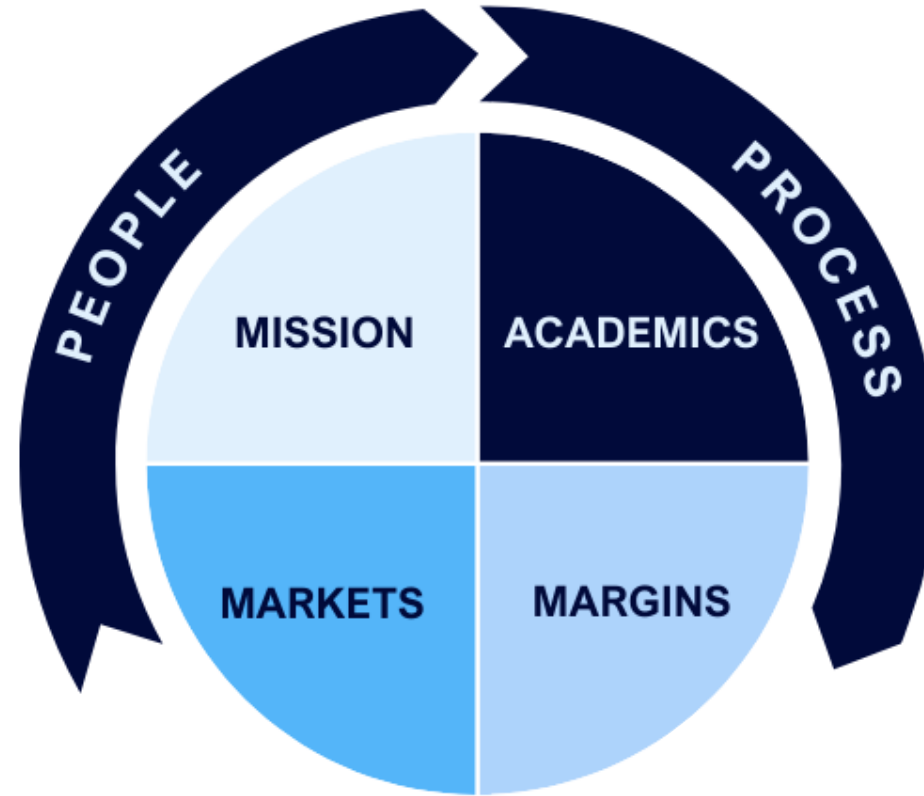
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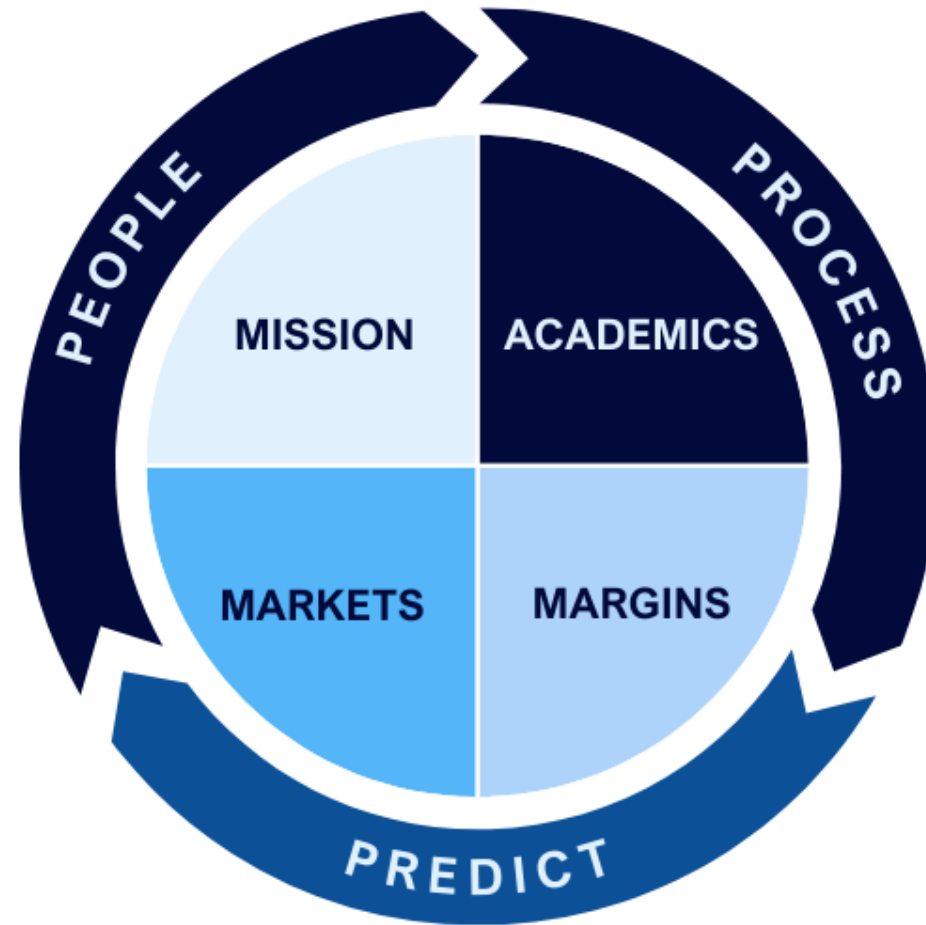
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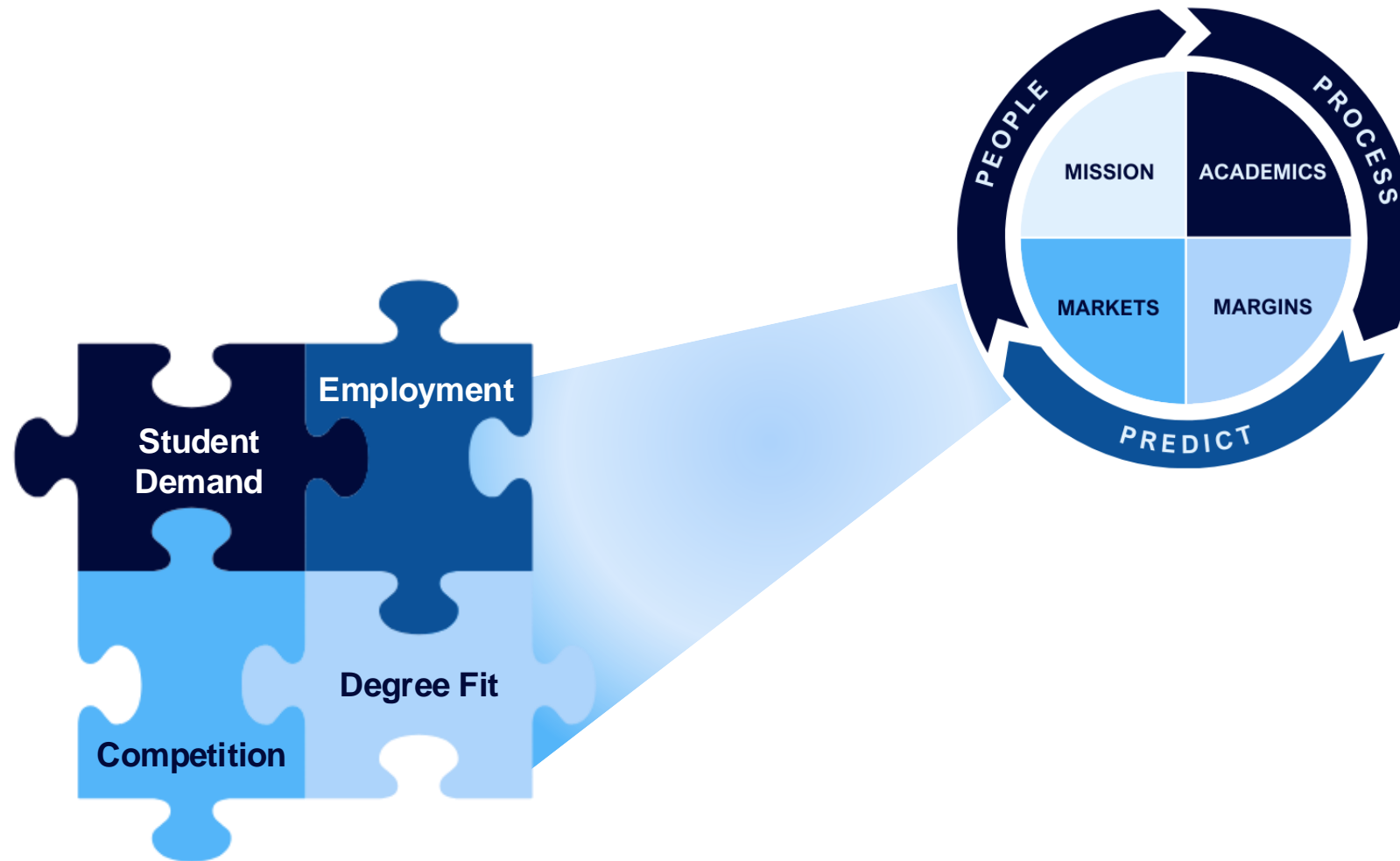


**An academic Program Evaluation System enables growth and sustainable financials.**





## Key elements of your market you need to understand.



# **IPEDES, Enrollment, and Google Search: Past, Present. Future**

## **Insights on Student Demand**



**IPEDES**



**Enrollment**



**Google**

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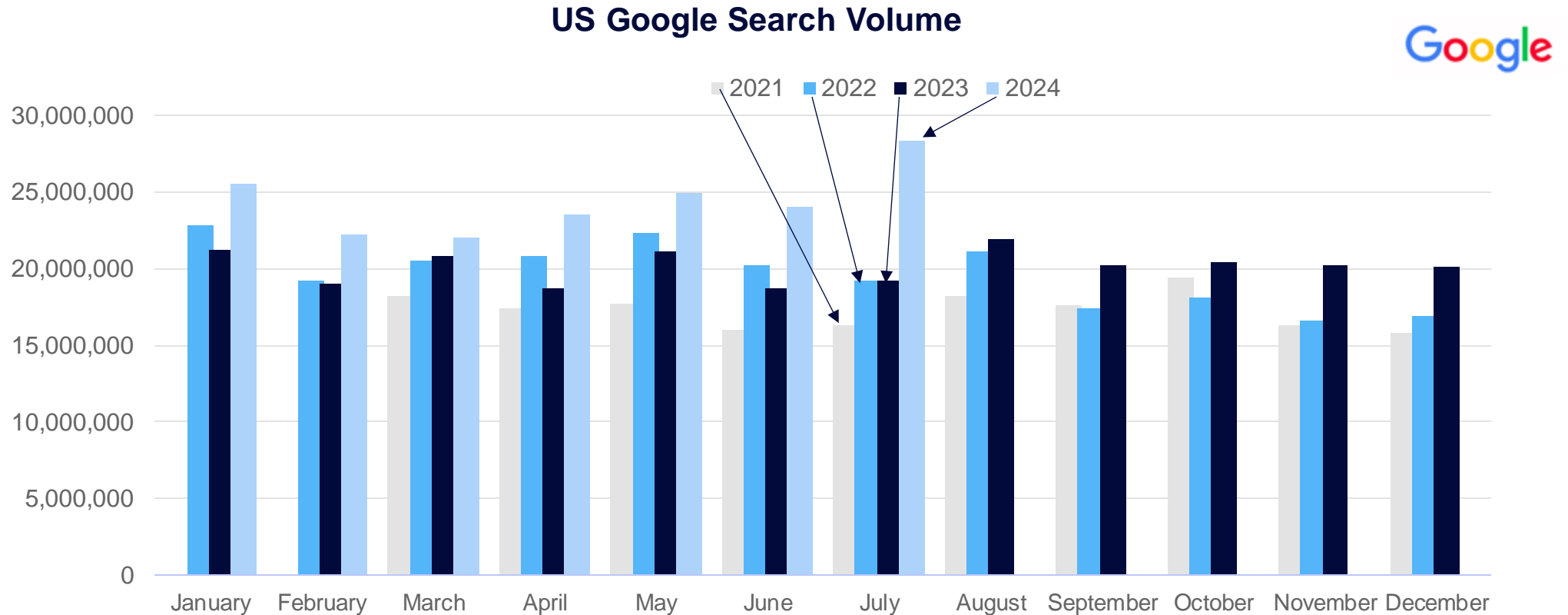
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# Google Search Trends: Programs

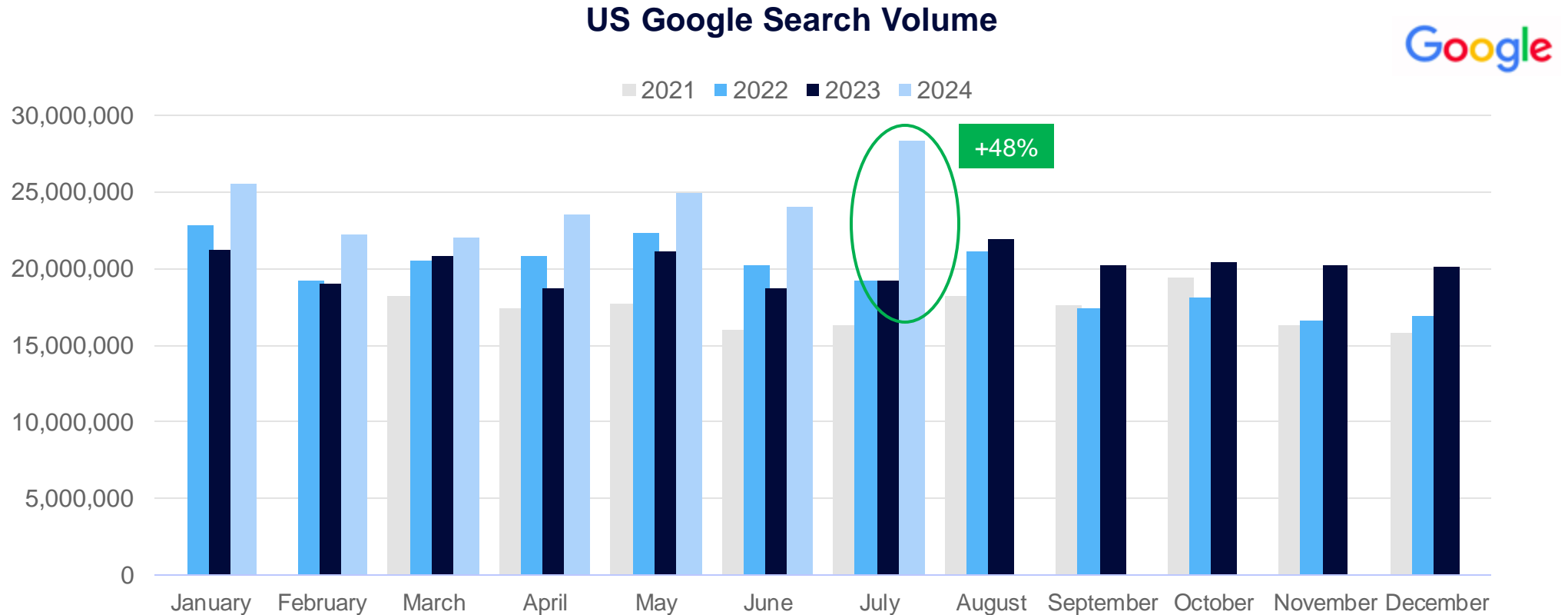
Gray DI tracks searches for over 900 programs (90% of all US completions).



Source: PES Keyword Search Dashboard

# Google Search Trends: Programs

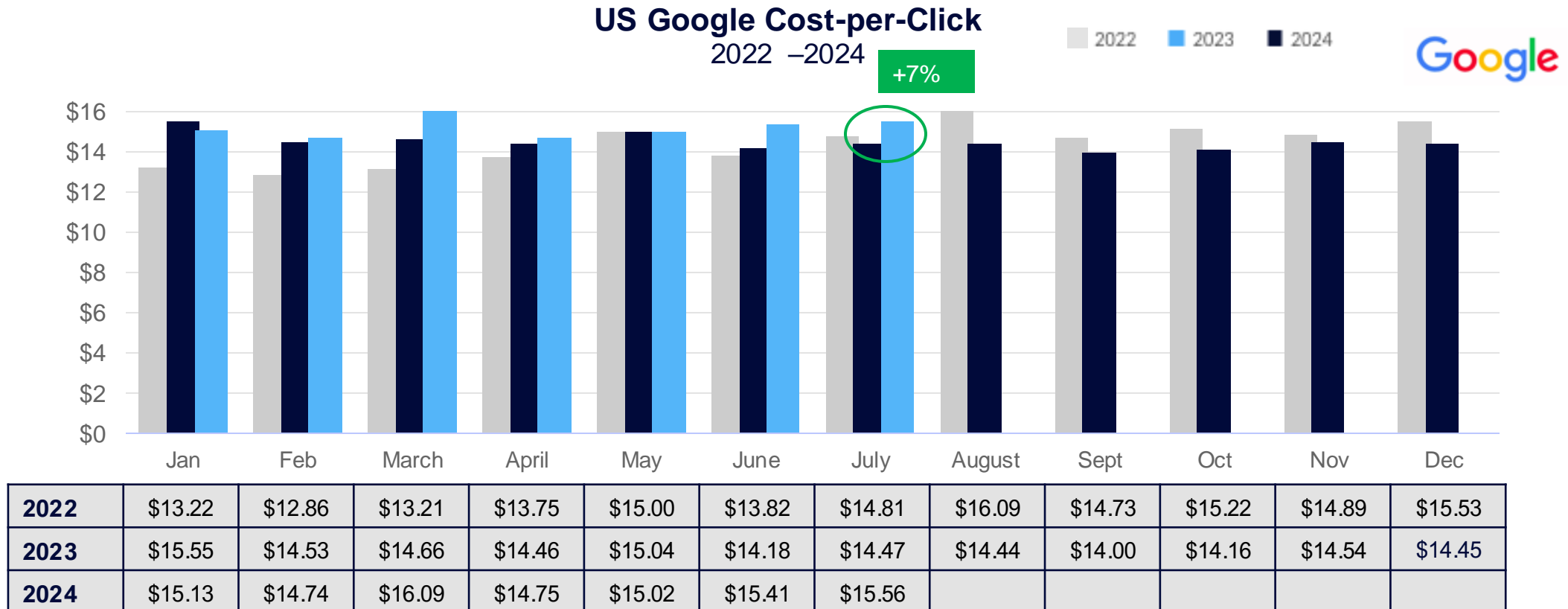
In July 2024, Google searches for academic programs grew 48% year-over-year.



Source: PES Keyword Search Dashboard

# Google Search Trends: Cost-per-Click

In July 2024, the average Google cost-per-click grew 7% year-over-year.

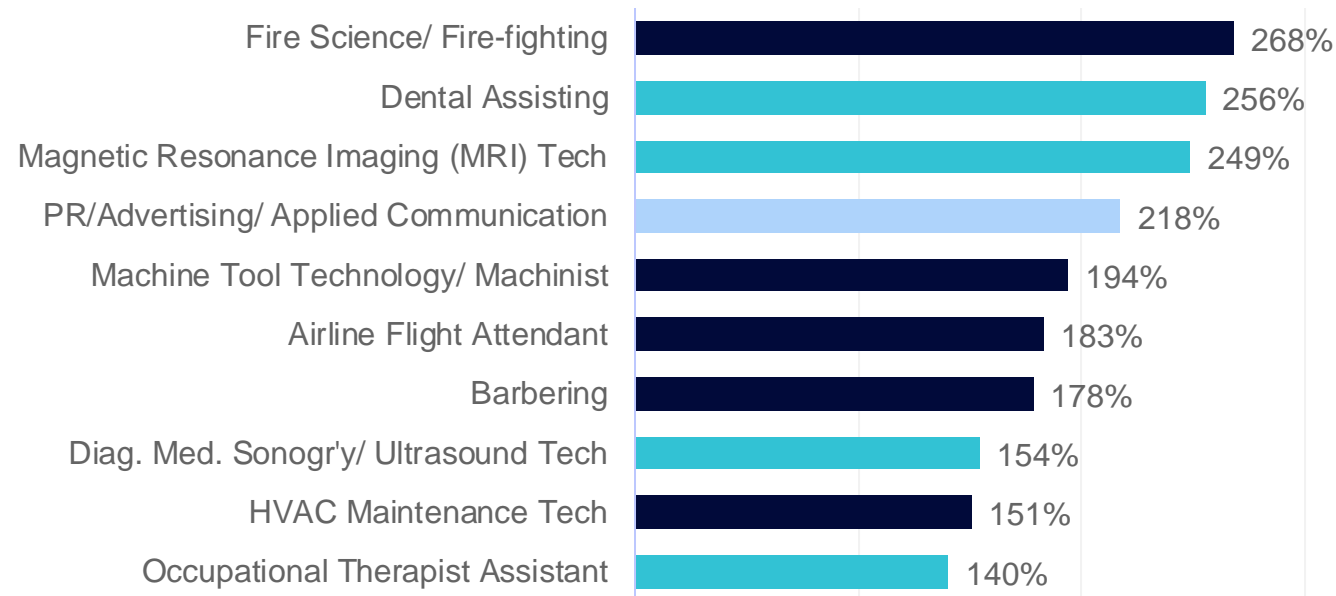


Source: PES Keyword Search Dashboard

# Google: Programs with Fastest-Growing US Search Volumes

In July, searches for Fire Science grew 268% year-over-year.

Programs with the Fastest-Growing Google Search Volumes  
July 2024 YoY



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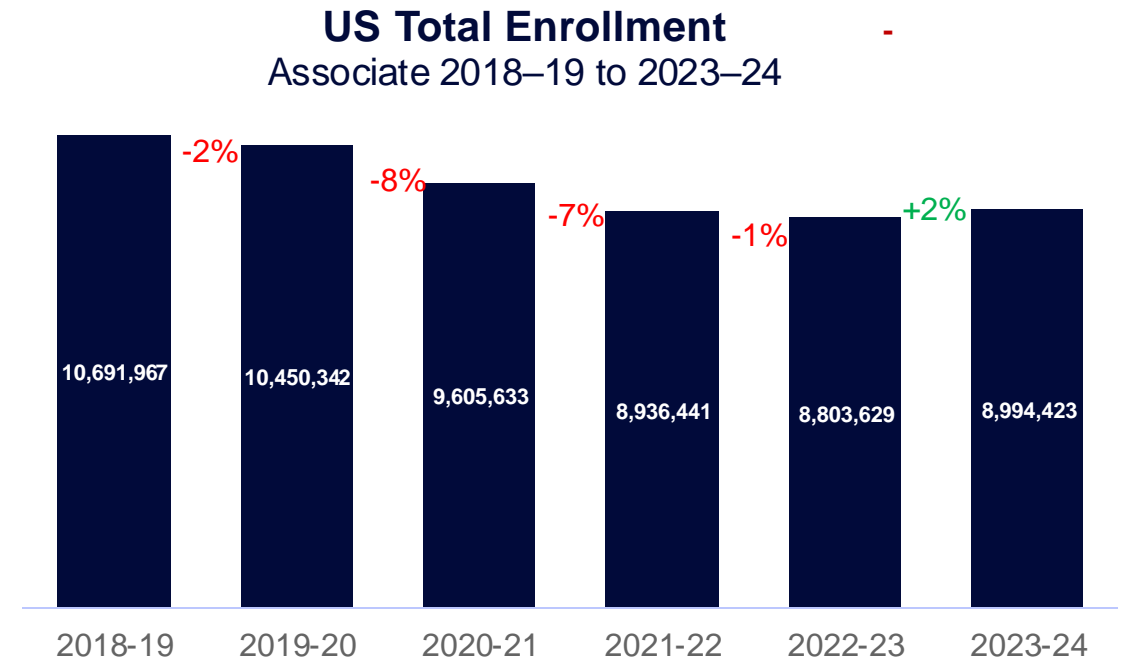
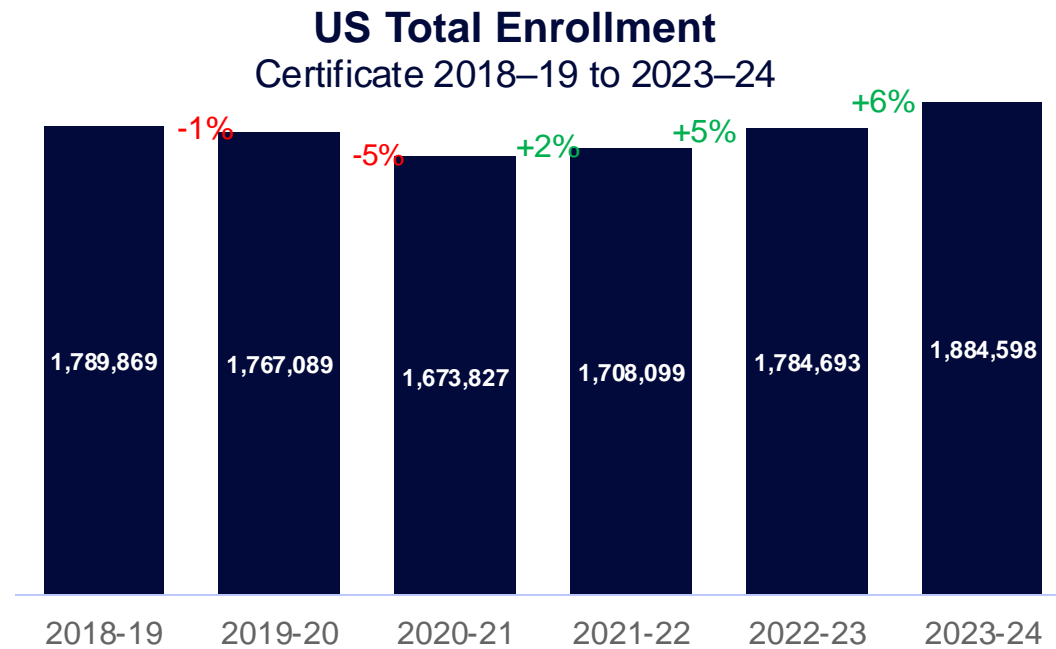
### Summary



## Academic Year 2023–2024 Enrollment

In the Academic Year 2023–24, US total enrollment rose 6% for certificates.

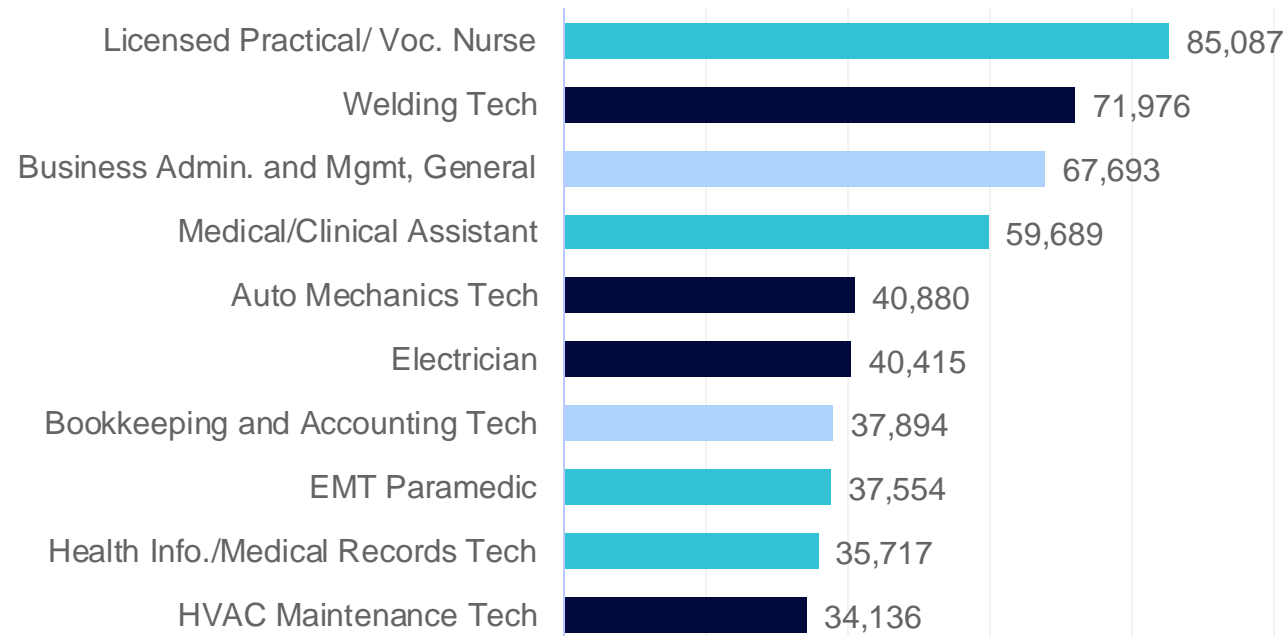
- Associate programs rose 2%.



# Certificate: In 2023-24, Licensed Practical Nurse enrolled more than 85,000 students.

## 10 Largest Programs\* Certificate 2023-24 Total Enrollment

**Median Total Enrollment:  
172**



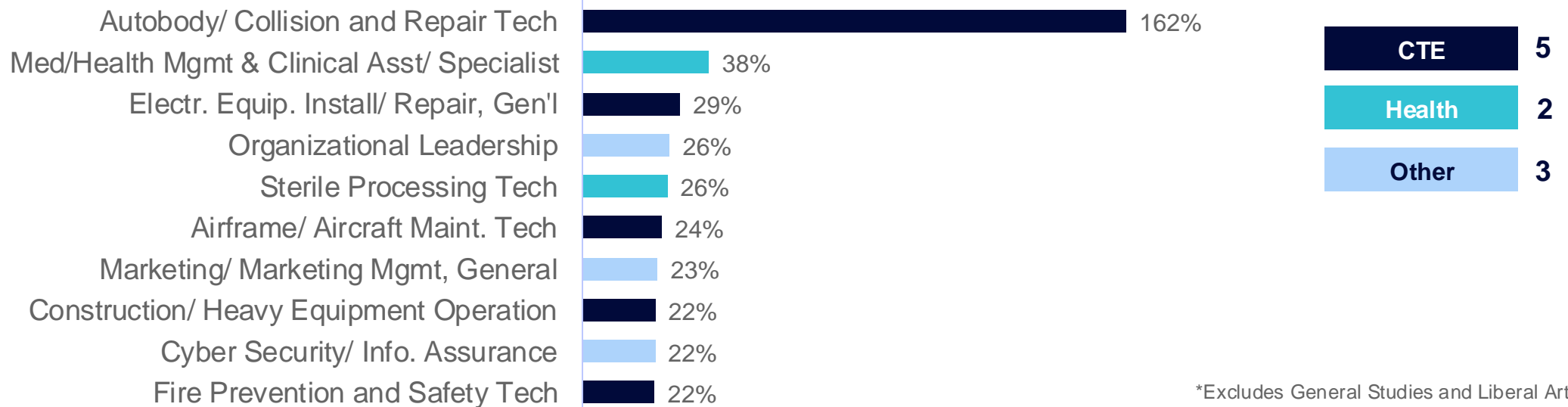
\*Excludes General Studies and Liberal Arts and programs with CIP ending in 99 ("Other")

# Certificate: Academic Year 2023-24 Fastest-Growing Total Student Enrollment

In 2023-24, Autobody Collision/Repair Tech grew 162% year-over-year.

- It was also the fastest-growing program for new enrollment.

## US Fastest-Growing Total Enrollment\* Certificate Programs 2023-24 Year-over-Year

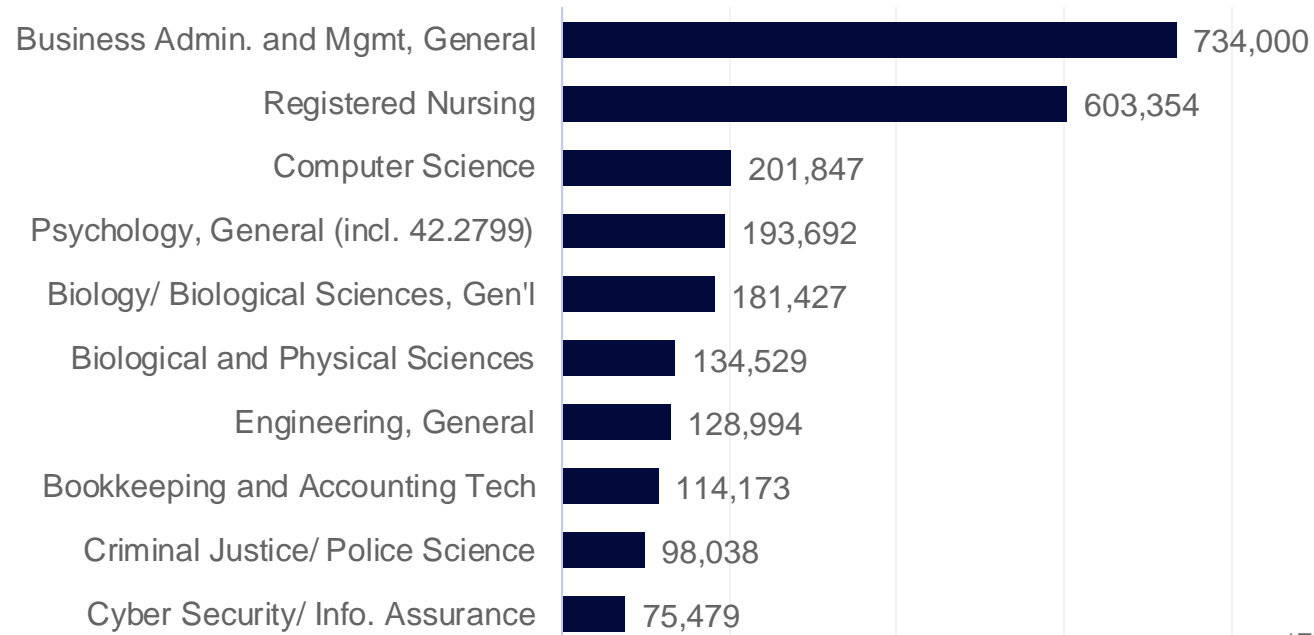


\*Excludes General Studies and Liberal Arts and programs with CIP ending in 99 ("Other")  
Minimum enrollment prior year: 2000

**Associate: In 2023-24, Business enrolled more than 730,000 students.**

**Median Enrollment: 411**

**10 Largest Programs  
Associate\*  
2023-24 New Enrollment**



\*Excludes General Studies and Liberal Arts and programs with CIP ending in 99 ("Other")

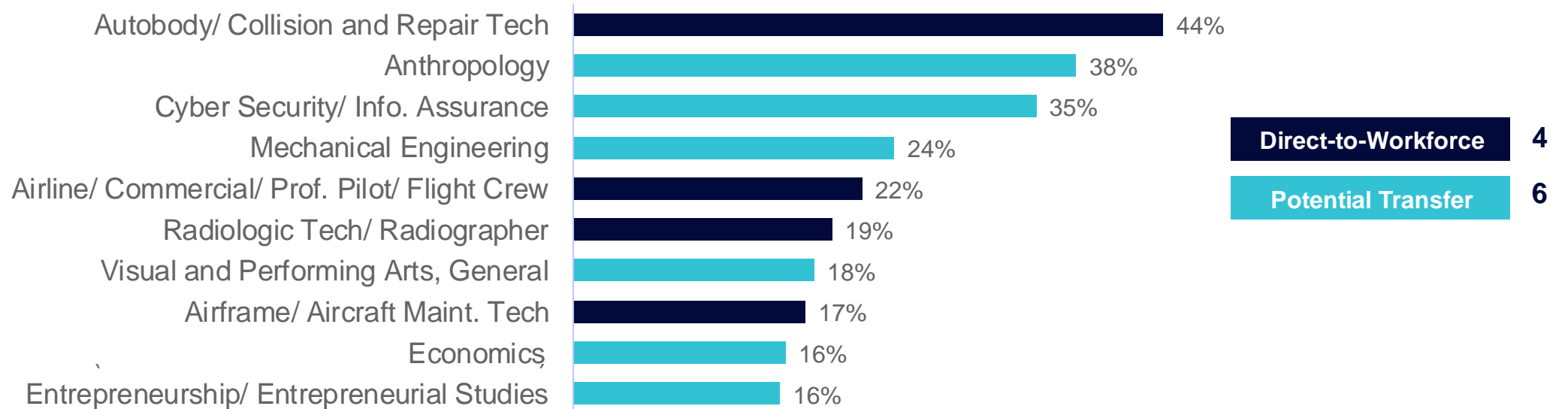
# Associate: Academic Year 2023-24 Fastest-Growing Total Enrollment

In 2023-24, six out of the 10 fastest-growing programs were potential transfers.

## US Fastest-Growing Total Enrollment\*

Associate Programs

2023-24 Year-over-Year



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### Employment: Current Indicators

### Occupational Reports

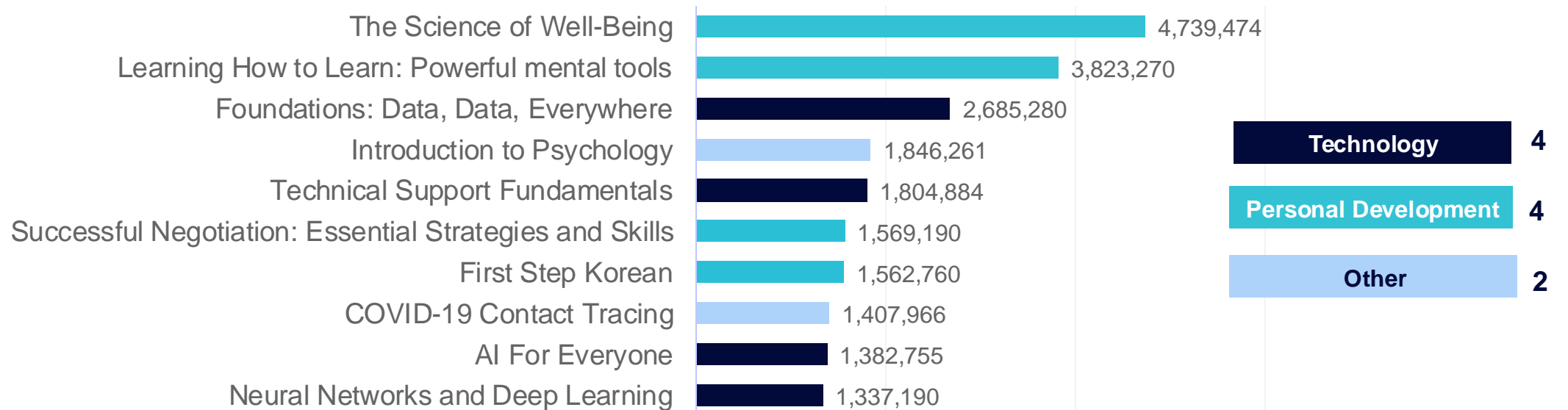
### Summary

## Non-Degree Demand: Coursera

As of July 2024, 136 Million learners since inception.

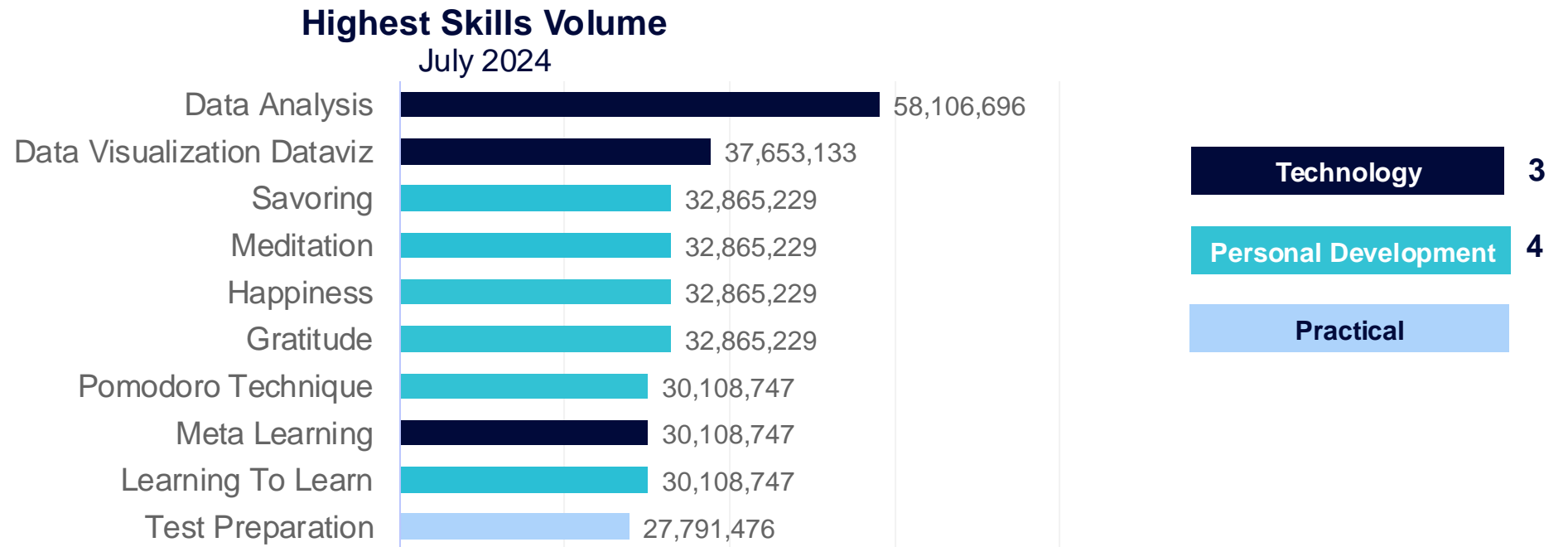
- The Science of Well-Being is the most popular course on Coursera.

### Highest Cumulative Course Enrollment July 2024



## Non-Degree Demand: Coursera Skills

In July 2024, half of the most-taught skills were related to personal development.





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## Commonly available data sources only count direct prep jobs.

### In a traditional construct, Fashion/Apparel Design majors enter two occupations.

- Gray DI data on over 14,500 graduates of Associate of Fashion/Apparel Design programs reveals 633 occupations.
- NCES got one right.

#### Myth\*

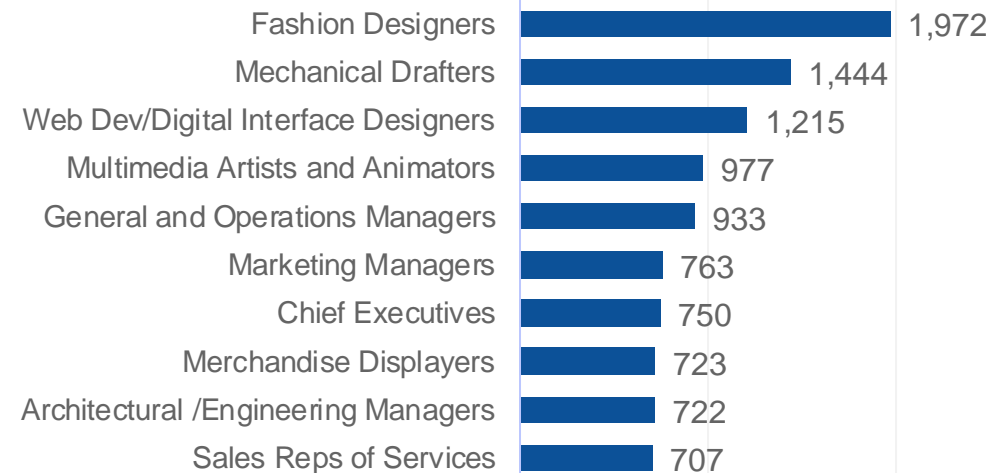
#### NCES

Art, Drama, and Music Teachers, Postsecondary

Fashion Designers

#### Reality

#### Top 10 Occupations Graduates in Associate of Fashion/Apparel Design First Four Years Post-Grad

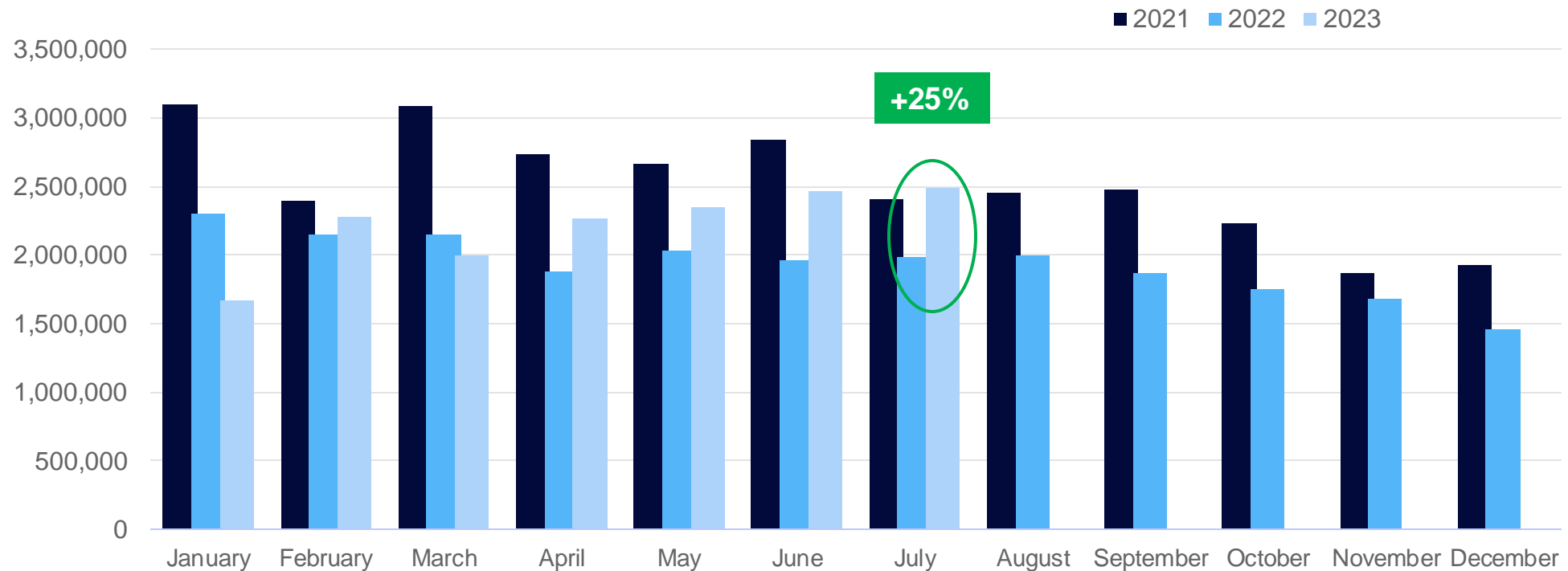


Sources: National Center for Education Statistics (NCES) and Gray DI People Profile Data  
 \*NCES.ed.gov: "The matches are based on the content of the CIP Code and SOC Code descriptions combined with expertise from statisticians at both federal agencies. The CIP SOC Crosswalk is not based on actual empirical data. NCES is currently exploring possible sources of data that could be used to study the accuracy of the matches in the Crosswalk."

# US Job Postings Trends

In July, job postings rose 25% year-over-year for all award levels.

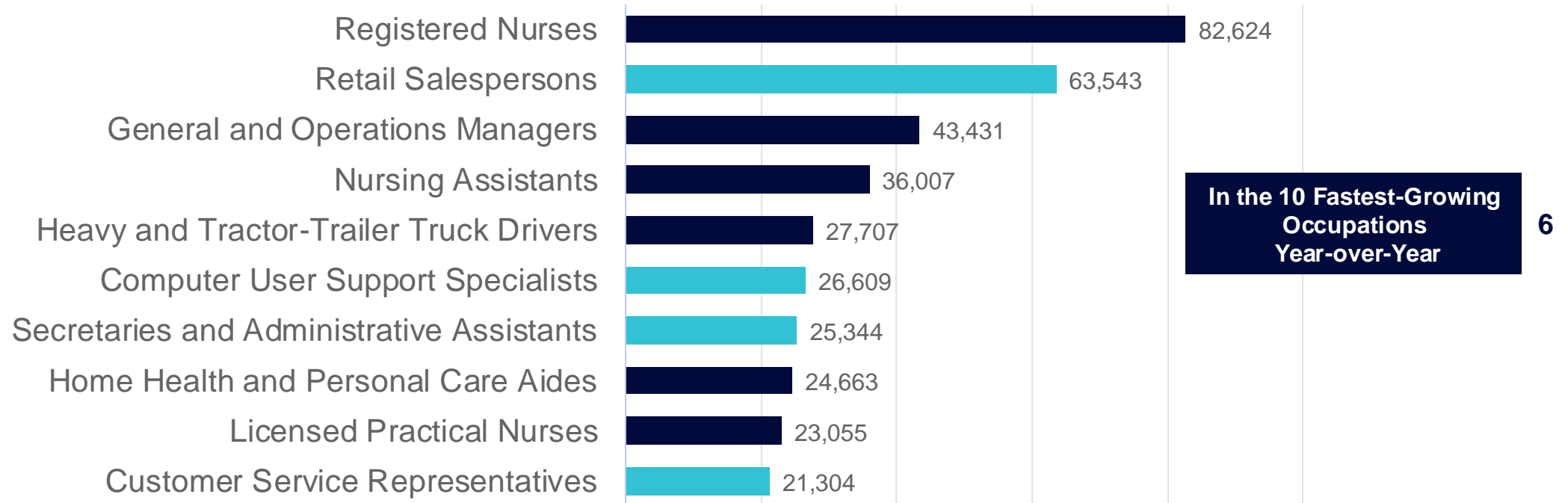
US Job Postings



Source: PES Job Postings Dashboard

# July 2024 Largest Job Postings Volume, Certificate and Associate

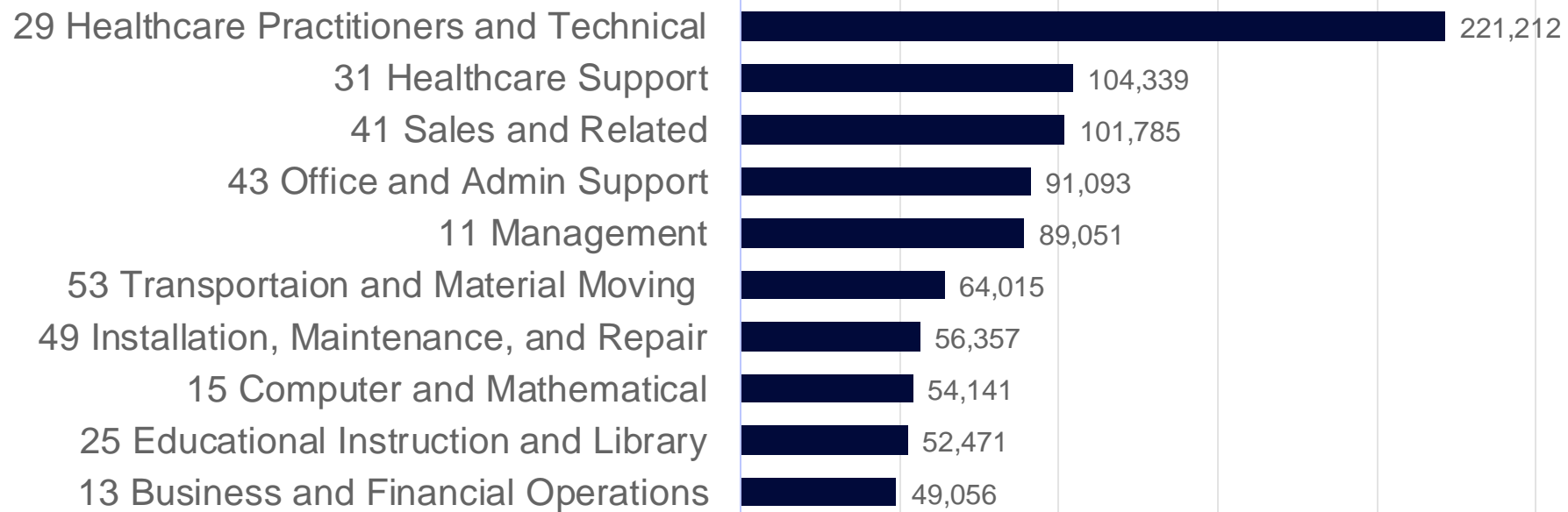
**Highest Job Posting Volume**  
Associate and Certificate Level, June 2024



## Top Occupational Categories (Two-Digit SOC Codes)

In July, there were 221,212 job postings for Healthcare Practitioners.

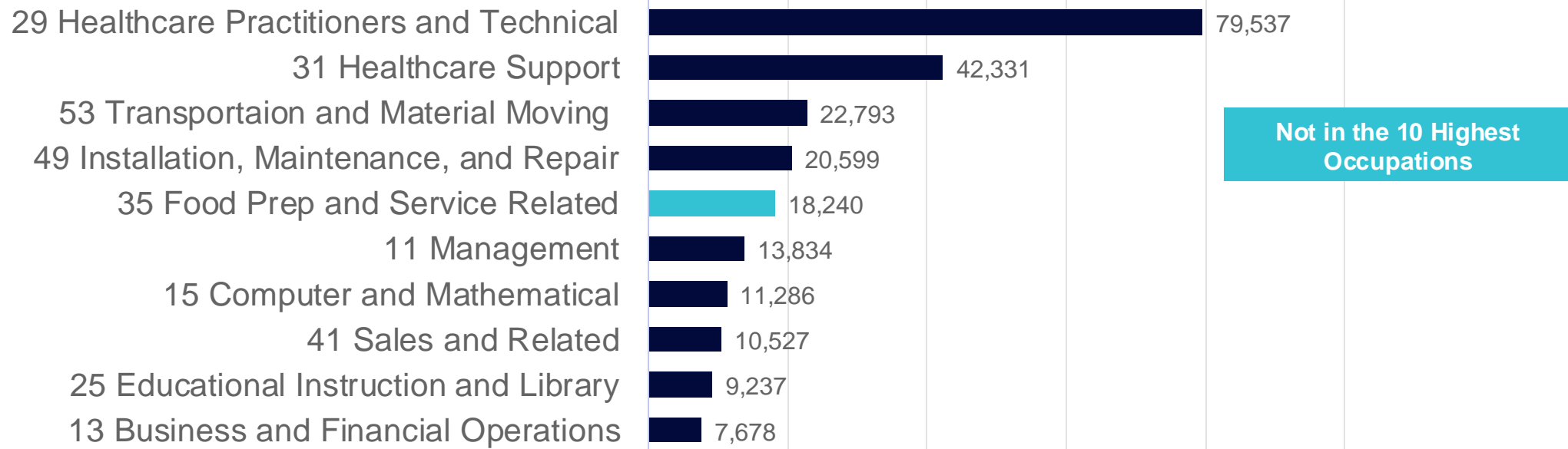
### Highest Job Postings Volume, Occupational Categories Certificate and Associate Level, July 2024



## Fastest-Growing Occupational Categories Year-over-Year

In July, there was little variation in fastest-growing and highest volume for job postings.

### Highest Job Postings Growth, Occupational Categories Certificate and Associate Level, July 2024



## Occupation Categories Ranked by Average Salary

- Healthcare Practitioners and Tech had the highest average salary – almost \$34,000 higher than the second highest, Computer and Mathematical.
- Arts, Design, Entertainment, Sports, and Media had a higher average salary than Educational Instruction.

Occupational Category	Average Salary
29 Healthcare Practitioners and Technical	\$120,185
15 Computer and Mathematical	\$ 86,270
19 Life, Physical, Social Science	\$ 74,084
11 Management	\$ 72,569
17 Architecture and Engineering	\$ 68,380
13 Business and Financial Operations	\$ 66,873
23 Legal Occupations	\$ 63,471
41 Sales and Related	\$ 62,736
27 Arts, Design, Entertainment, Sports, Media	\$ 57,694
25 Educational Instruction and Library	\$ 57,303

## Occupation Categories Ranked by Average Salary

- Community & Social Service and Healthcare Support average salaries were lower than maintenance and repair workers.
- Food Prep and Services workers had the lowest average salary.

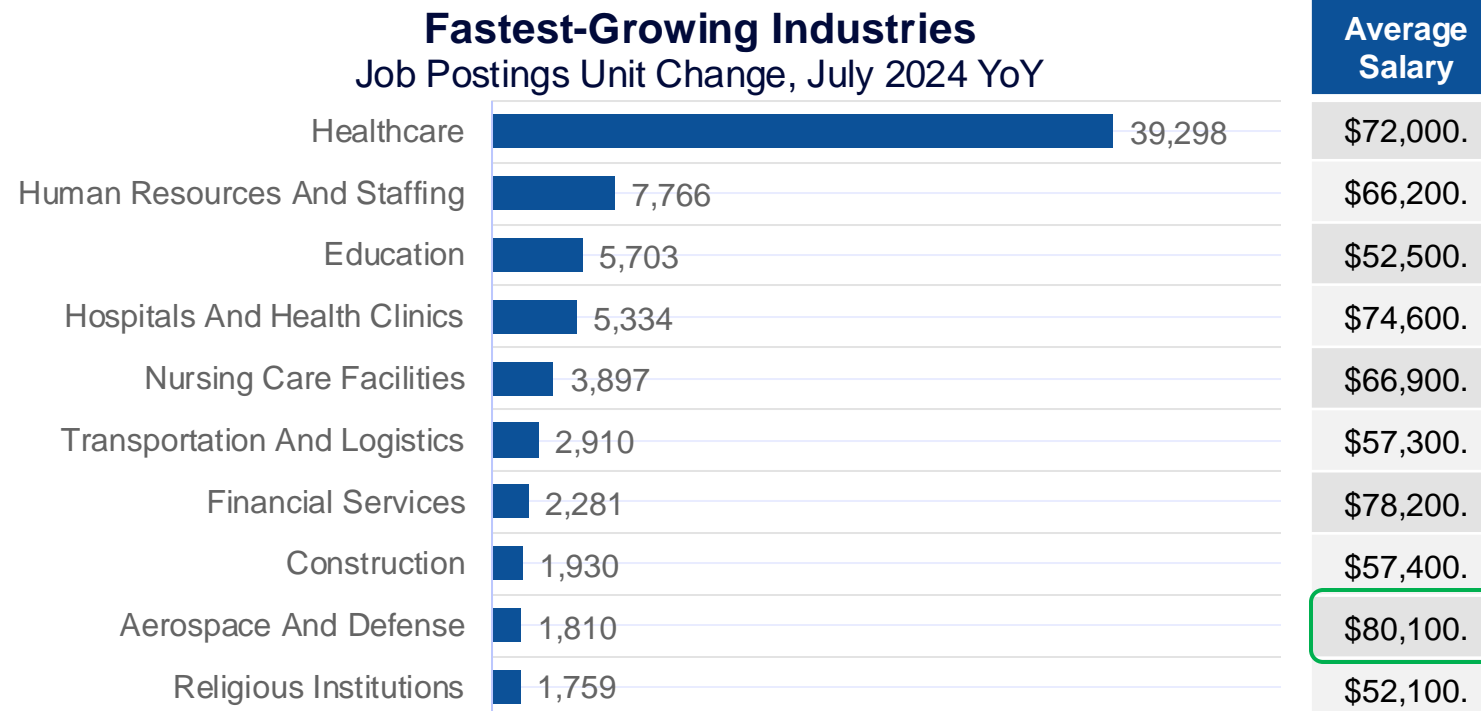
Occupational Category	Average Salary
49 Installation, Maintenance, and Repair	\$ 54,803
21 Community and Social Service	\$ 54,247
31 Healthcare Support	\$ 53,923
47 Construction and Extration	\$ 51,484
33 Protective Service	\$ 49,772
53 Transportation and Material Moving	\$ 49,614
39 Personal Care and Service	\$ 49,553
45 Farming, Fishing, and Forestry	\$ 49,476
51 Production	\$ 47,757
43 Office and Admin Support	\$ 46,398
37 Building and Grounds Cleaning and Maintenance	\$ 44,244
35 Food Prep and Service Related	\$ 40,456



## Job Postings by Industry

In July, Healthcare was the fastest-growing industry for job postings.

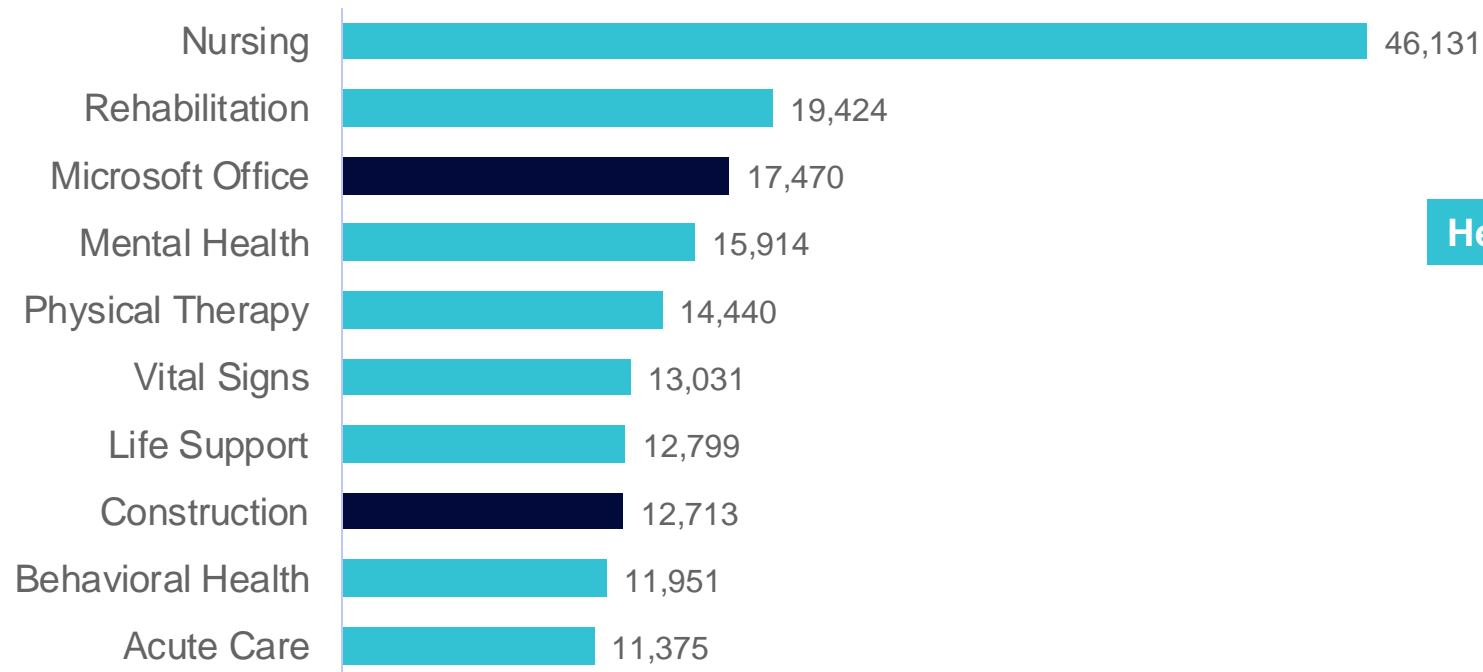
- The highest average salary was in Aerospace and Defense.



# Which skills are growing in demand across the US?

**Eight of the 10 fastest-growing skills were in healthcare.**

**Fastest-Growing Skills YoY**  
Listed in Job Postings, July 2024



## Durable skills with the highest and lowest growth in demand.

### Highest-Growth Durable Skills July 2024 YoY Unit Change

Skill	Growth in Job Postings
Management	102,697
Leadership	81,023
Customer Service	72,707
Innovation	66,795
Collaboration	63,968

### Highest Decline Durable Skills July 2024 YoY Unit Change

Skill	Decline in Job Postings
Planning	-188,348
Detail Oriented	-7,374
Greeting Customers	-1,172
Team Effectiveness	-695
Sincerity	-561

## How do I validate an in-demand durable skill?

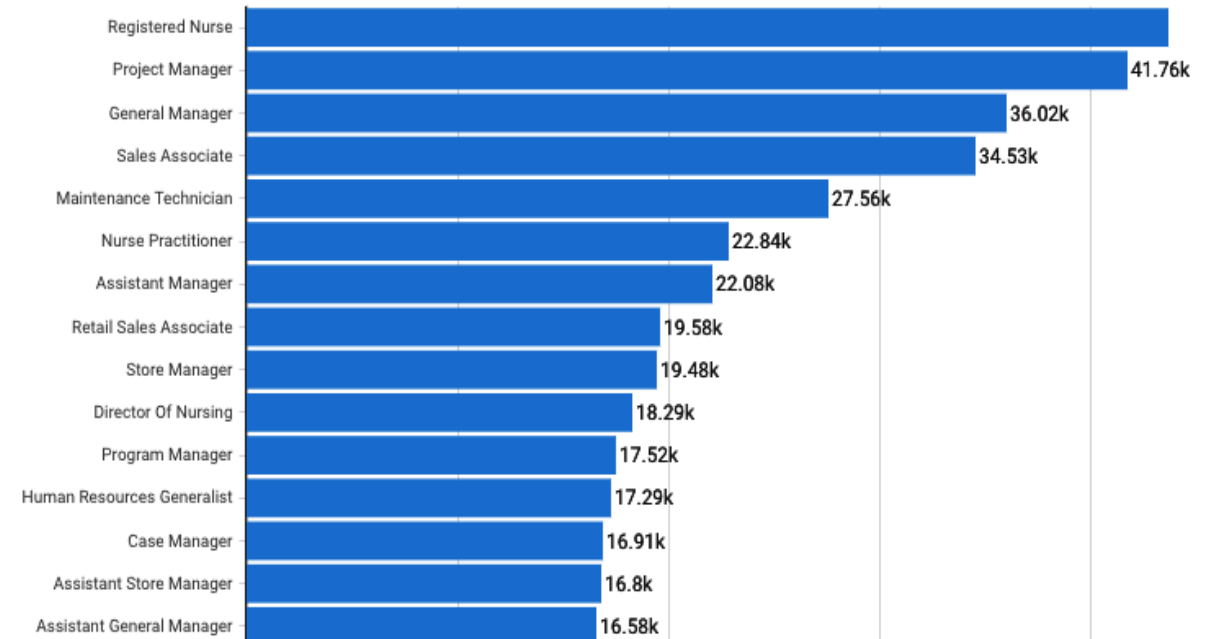
“Management” is is very high demand.

- In July, job postings with the keyword “Management” increased 28% year-over-year.

Job Postings by Month and Year

Job Postings	Year ▾			
Month ▾	2022	2023	2024	Total
January	350,751	271,981	211,795	834,527
February	284,163	257,840	272,715	814,718
March	353,258	264,067	248,570	865,895
April	316,503	230,114	283,740	830,357
May	309,266	248,757	310,898	868,921
June	335,990	250,310	334,353	920,653
July	280,310	247,119	316,838	844,267
August	289,717	224,318		514,035
September	286,606	238,164		524,770
October	252,589	218,456		471,045
November	218,895	209,405		428,300
December	229,166	185,207		414,373
<b>Total</b>	<b>3,507,214</b>	<b>2,845,738</b>	<b>1,978,909</b>	<b>8,331,861</b>

Job Titles with the Highest Number of Postings



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# Why an occupational report?

## Explore Job Postings

Overview

Review overall trends

Trends

Assess job growth metrics

Technical Skills

Review technical skills employers are requesting

Durable Skills

Review durable skills employers are requesting

Certifications

Review certifications employers are requesting

Sample Postings

View a sample of the Job Postings

## Create an Occupation Report

Occupation Report

Download or email a report on an occupation

Custom Table

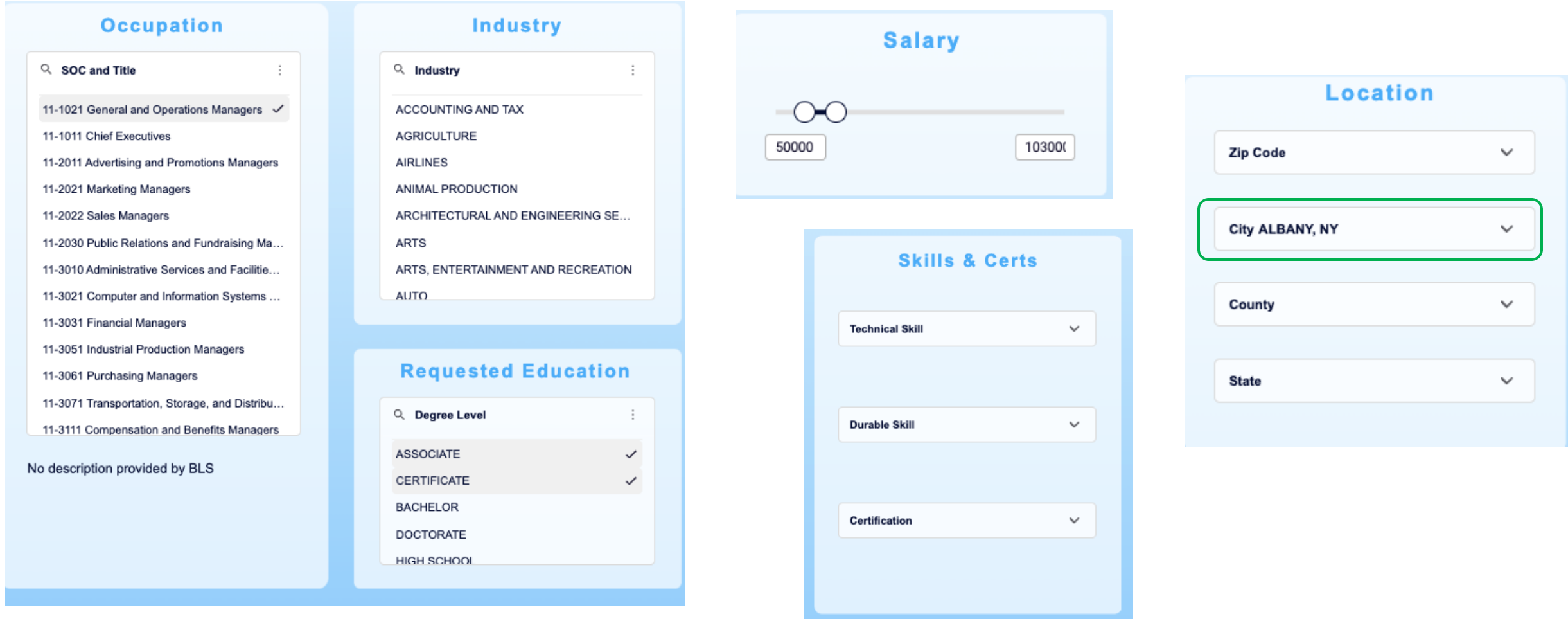
Build a custom data table and export to excel

## Search Job Posting Descriptions

Description Search

Search the job postings descriptions for specific words or phrases

# Create Filters: General and Operational Managers



The image shows a job search filter interface with five main panels:

- Occupation:** A search box labeled "SOC and Title" with a list of 13 job titles. "11-1021 General and Operations Managers" is selected with a checkmark. Below the list, it says "No description provided by BLS".
- Industry:** A search box labeled "Industry" with a list of 10 industry categories: ACCOUNTING AND TAX, AGRICULTURE, AIRLINES, ANIMAL PRODUCTION, ARCHITECTURAL AND ENGINEERING SE..., ARTS, ARTS, ENTERTAINMENT AND RECREATION, and AUTO.
- Salary:** A slider with a glasses icon. The left end is labeled "50000" and the right end is labeled "103000".
- Skills & Certs:** Three dropdown menus: "Technical Skill", "Durable Skill", and "Certification".
- Location:** Four dropdown menus: "Zip Code", "City ALBANY, NY" (highlighted with a green border), "County", and "State".

# All Occupational Information – in One Place

- Pick Filters
  - How is the Albany, NY job market for General and Operations Managers at the associate level?



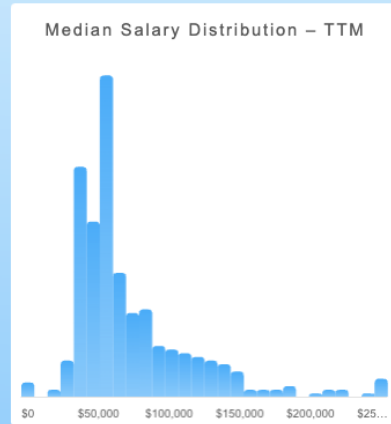
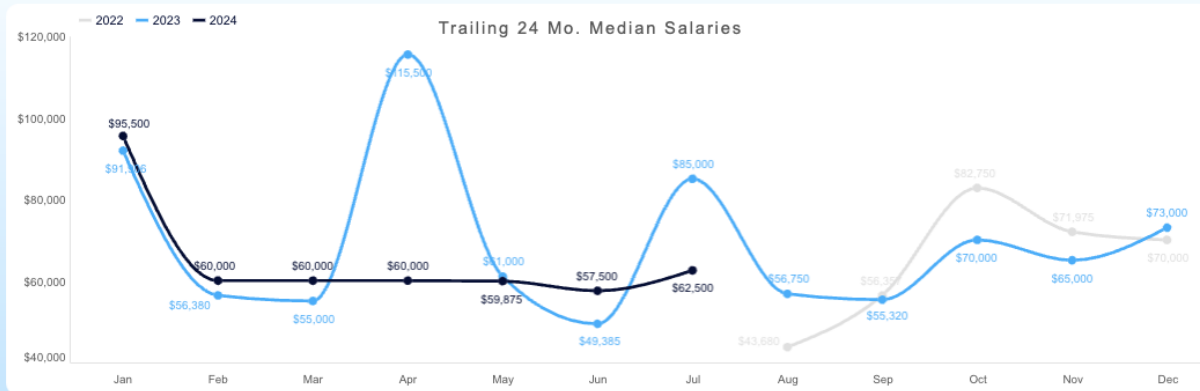


# Take a Deeper Dive

Salaries 11-1021 General and Operations Managers

Filters Reports Tables Help

The median salary over the last 12 months for General and Operations Managers is \$60,000.



Date	Median Salary	YoY Growth
Jul 2024	\$62,500	-26.5% ↓
Jun 2024	\$57,500	16.4% ↑
May 2024	\$59,875	-1.8% ↓
Apr 2024	\$60,000	-48.1% ↓
Mar 2024	\$60,000	9.1% ↑
Feb 2024	\$60,000	6.4% ↑
Jan 2024	\$95,500	3.9% ↑
Dec 2023	\$73,000	4.3% ↑
Nov 2023	\$65,000	-9.7% ↓
Oct 2023	\$70,000	-15.4% ↓

## In-Demand Skills General and Operations Managers



## Durable Skills and Certifications

Top Durable Skills – TTM



# Real-Time Job Postings

## Example Postings 11-1021 General and Operations Managers

2024-07-31	<a href="#">Posting Link</a>	<a href="https://www.linkedin.com/c/business-equil">LINKEDIN.COM/C BUSINESS-EQUI</a>	NATIONAL BUSINESS TECHNOLOGIES	IT MANAGER	11-1021 General and Operations Managers	INFORMATION TECHNOLOGY	ALBANY, NY	NY	12203	\$102,500	CERTIFICATE
2024-07-31	<a href="#">Posting Link</a>	<a href="https://www.prestigehosp.com">PRESTIGEHO</a>	PRESTIGE HOSPITALITY GROUP	TASK FORCE GENERAL MANAGER	11-1021 General and Operations Managers	RESTAURANTS AND CAFES	ALBANY, NY	NY	12248	\$80,000	ASSOCIATES
2024-07-30	<a href="#">Posting Link</a>	<a href="https://www.icf.com">ICF.COM</a>	ICF	HEAD START GRANTEE SPECIALIST (GS) MANAGER - REGION II	11-1021 General and Operations Managers	MANAGEMENT AND CONSULTING	ALBANY, NY	NY	12205	\$103,745	CERTIFICATE
2024-07-30	<a href="#">Posting Link</a>	<a href="#">NAN</a>	COURTYARD/RESIDENCE INN BY MARRIOTT...	PART-TIME OPERATIONS ASSISTANT	11-1021 General and Operations Managers	NAN	ALBANY, NY	NY	12205	\$34,320	ASSOCIATES
2024-07-30	<a href="#">Posting Link</a>	<a href="https://www.siaa.net/tech-and-women-interview-with-tarryn-brennon/">SIIA.NET/TECH-AND-WOMEN-INTERVIEW-WITH-TARRYN-BRENNON/</a>	PEARSON	SCHOOL OPERATIONS PROGRAM MANAGER	11-1021 General and Operations Managers	EDUCATION	ALBANY, NY	NY	12260	\$83,000	CERTIFICATE
2024-07-29	<a href="#">Posting Link</a>	<a href="https://www.pksinvest.com">PKSINVEST.COM</a>	PURSHE KAPLAN STERLING INVESTMEN...	DIRECTOR OF OPERATIONS - SUPERVISORY PRINCIPAL	11-1021 General and Operations Managers	FINANCIAL SERVICES	ALBANY, NY	NY	12257	\$150,000	CERTIFICATE
2024-07-29	<a href="#">Posting Link</a>	<a href="#">NAN</a>	NYS COPBA	OFFICE MANAGER/ HR MANAGER	11-1021 General and Operations Managers	NAN	ALBANY, NY	NY	12205	\$67,500	CERTIFICATE

# Get Your Report

Create Report 11-1021 General and Operations Managers

Filters Reports Tables Help

Create your report here.

Optional: Add notes to the cover of your report.

Write your notes here.

Choose your occupation(s).

Search: SOC and Title

- 11-1021 General and Operations Managers ✓
- 11-1011 Chief Executives
- 11-2011 Advertising and Promotions Managers
- 11-2021 Marketing Managers
- 11-2022 Sales Managers
- 11-2030 Public Relations and Fundraising Managers
- 11-3010 Administrative Services and Facilities Managers



Check your other active filters.

They will appear on your report.

Filters

Your reports will be ready in a few minutes.

Downloads limited to one (1) SOC selection at a time.

Emails limited to five (5) SOC selections at a time.

Download

Email

Enter Emails

example1@email.com, example2@email.com



Only Email Me

Job Postings Occupation Report



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## Summary

- In July, Google searches for academic programs rose 48% year-over-year.
  - Fire Science/Fire-fighting grew by 268%.
  - Average cost-per-click rose 7% year-over-year.
- Total student enrollment in certificate programs is up 6% year-over-year.
  - Associate enrollment is up 2%.
- Autobody/Collision and Repair Tech certificate programs had the fastest new enrollment growth in 2023-24.
- Most traditional labor market sources rely on direct prep crosswalks.
  - Associate in Fashion/Apparel Design grads go into 633 occupations – not two.
- There is a high volume and growth of job postings in healthcare industries and occupations.
  - Healthcare Practitioners and Support are the fastest-growing occupational areas.
  - In July, Registered Nurses had the highest volume of postings.
    - Three other healthcare occupations were in the top 10.
  - Healthcare Practitioners had the highest average salary.
- Occupational Reports provide all the job postings data you need for academic program evaluation – in minutes.

## What Can You Do with Gray in a Day?

**We enable you to do months of work in minutes.**

- Score, rank, and scan all 1,500 programs in your markets
- Select ones that have high potential and fit your institution
- Get a one-page text report
- Review a detailed scorecard on student demand, employment, competition, and demographics
- Predict the potential size of the programs you choose
- Develop pro-forma financials

...and take the afternoon off.

**Accelerate well-informed decisions, reduce cost, and enable growth.**



## Upcoming webinars

# Benchmarking for Sustainability

**Secure Your Institution's Future: A Program Economics Webinar for Higher Ed Leaders**



**Benchmarking your program economics is critical!**

Topic	Date
Benchmarking Webinar	Tuesday Sept 10 <sup>th</sup> at 2 PM ET
Demand Trends Webcast: Community Colleges	Wednesday Sept 25 <sup>th</sup> at 2 PM ET
Demand Trends Webcast: Bachelor's and Above	Thursday Sept 26 <sup>th</sup> at 2 PM ET