



GRAY[™]
DECISION INTELLIGENCE

Demand for Higher – Education Programs: Community Colleges

November 20th, 2024



Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

Emerging Programs: Where Are They Now?

Summary

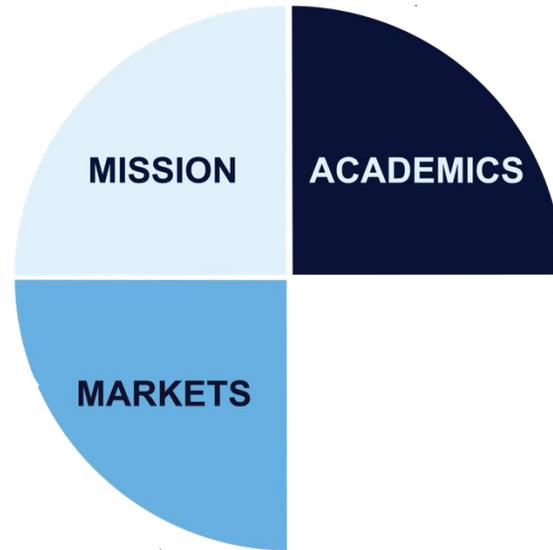
An academic Program Evaluation System enables growth and sustainable financials.



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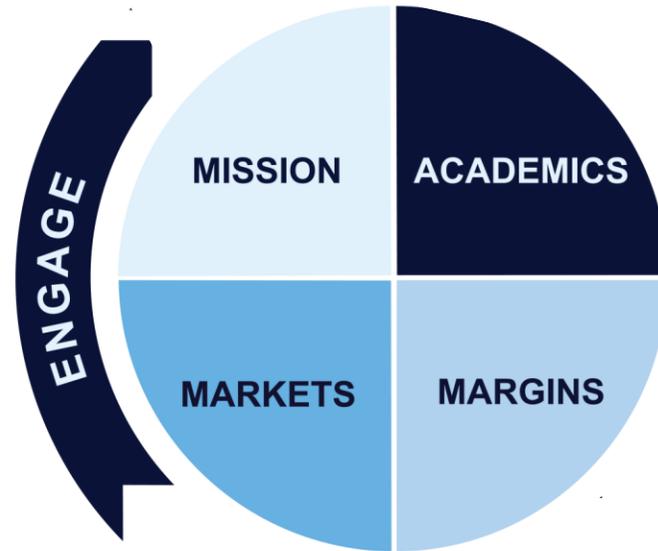
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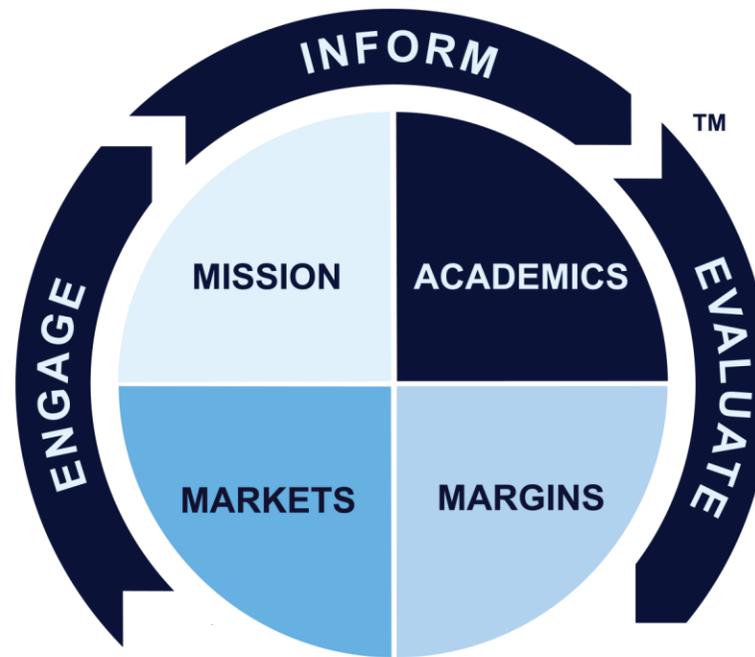
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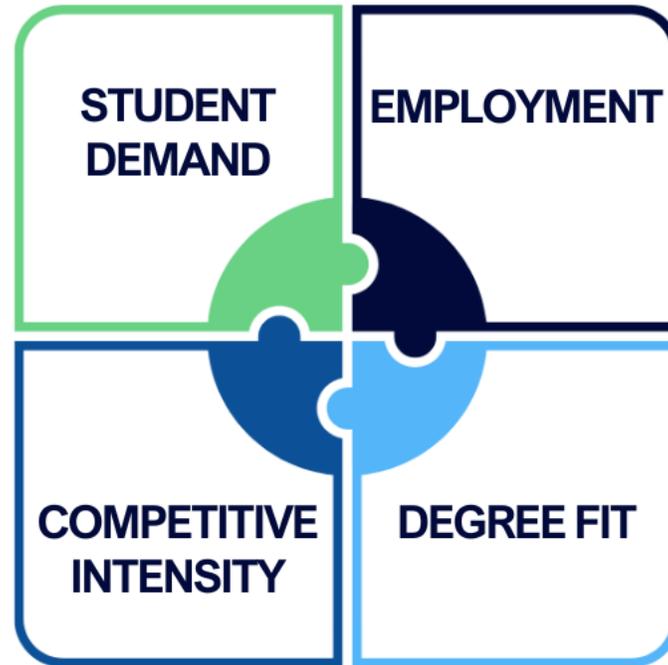
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An academic Program Evaluation System enables growth and sustainable financials.



Markets: Critical data



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

Insights on Student Demand



IPEDES



Enrollment



Google

Agenda

What is a Program Evaluation System?

Student Demand: Google Keywords

Employment: Current Indicators

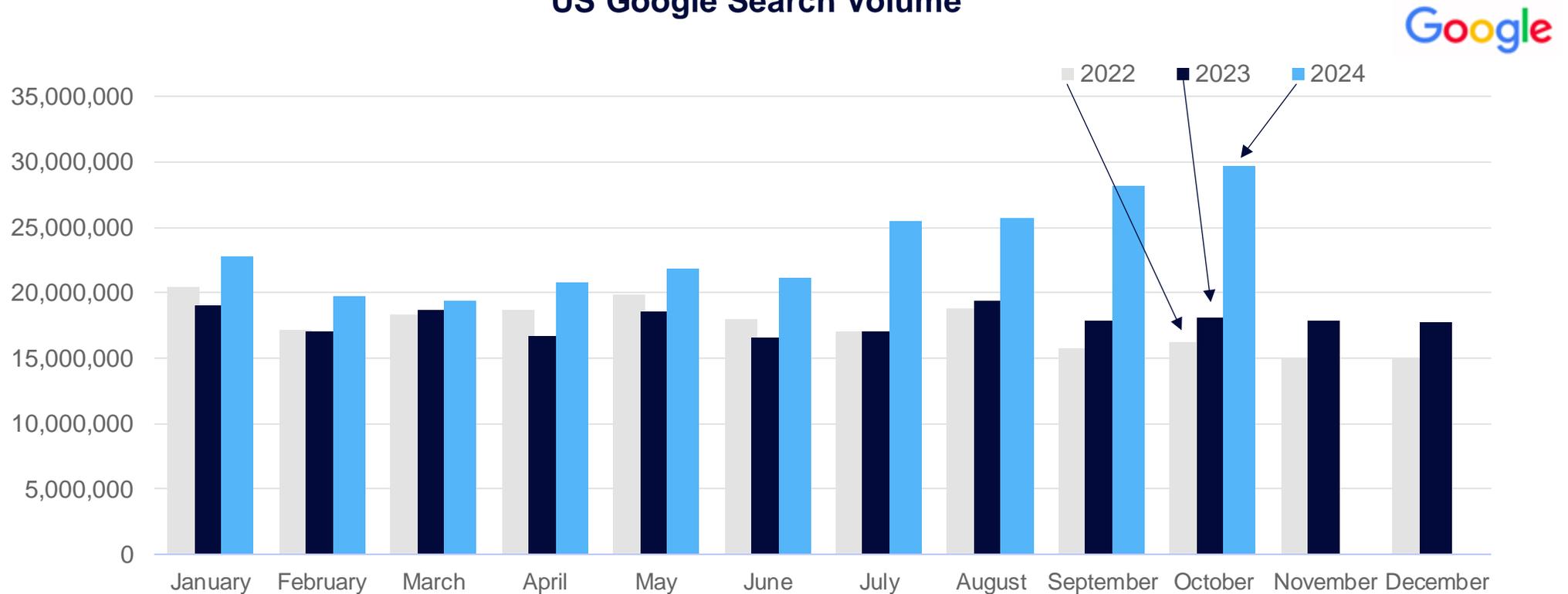
Emerging Programs: Where Are They Now?

Summary

Google Search Trends: Programs

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

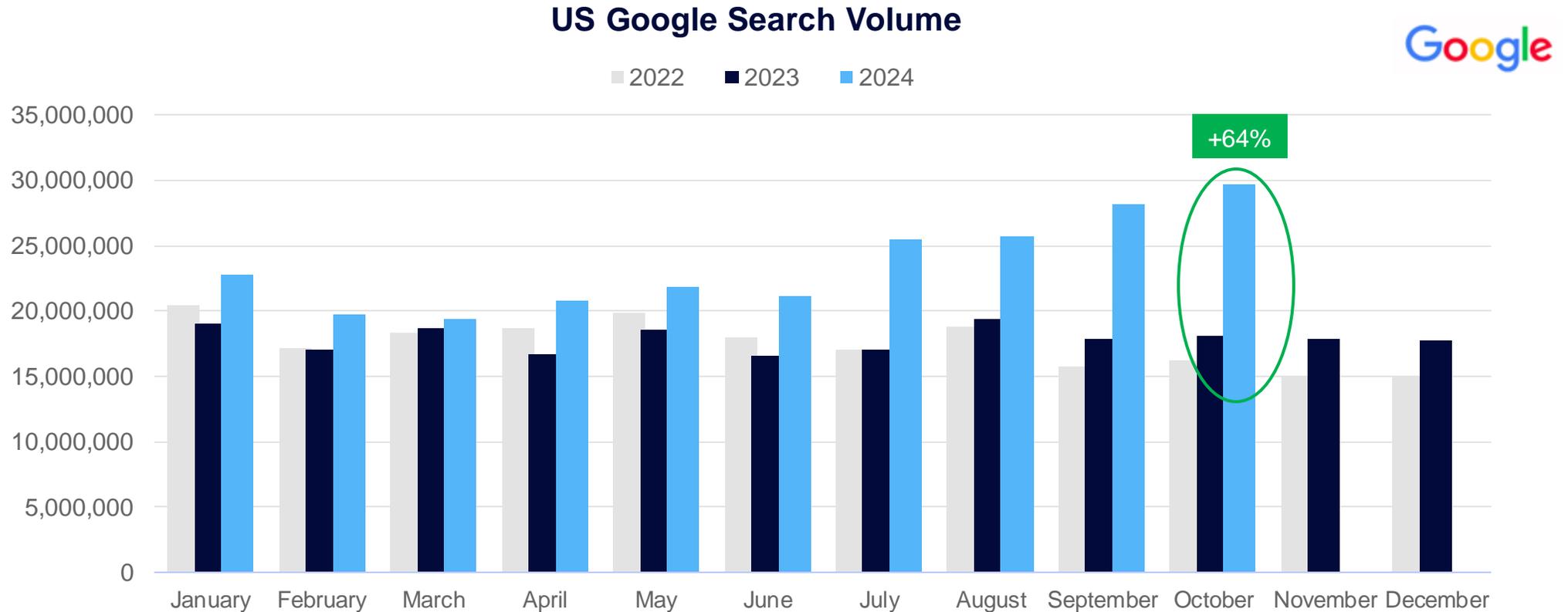
US Google Search Volume



Source: PES Keyword Search Dashboard

Google Search Trends: Programs

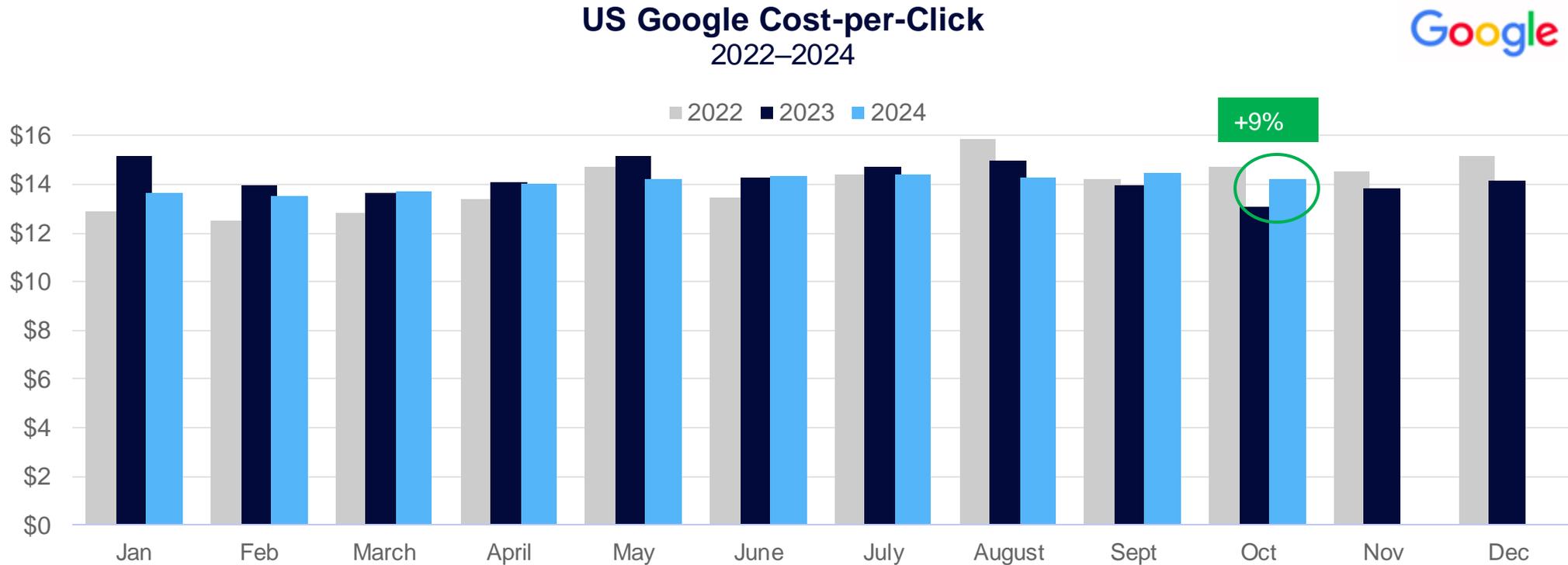
In October 2024, Google searches for academic programs grew 64% year-over-year.



Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

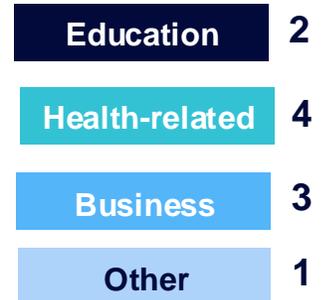
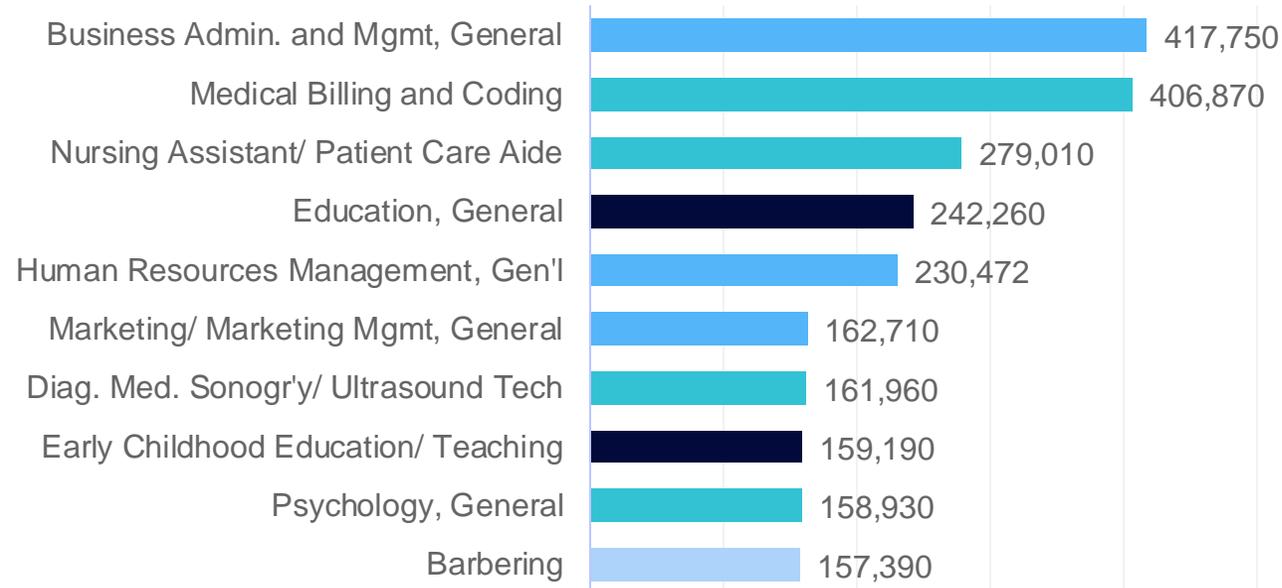
In October 2024, the average Google cost-per-click grew 9% year-over-year.



Google: Programs with Fastest-Growing US Search Volumes

In October, Business Admin searches increased by 417,750 year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
 October 2024
 YoY Unit Change in Search Volume



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What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

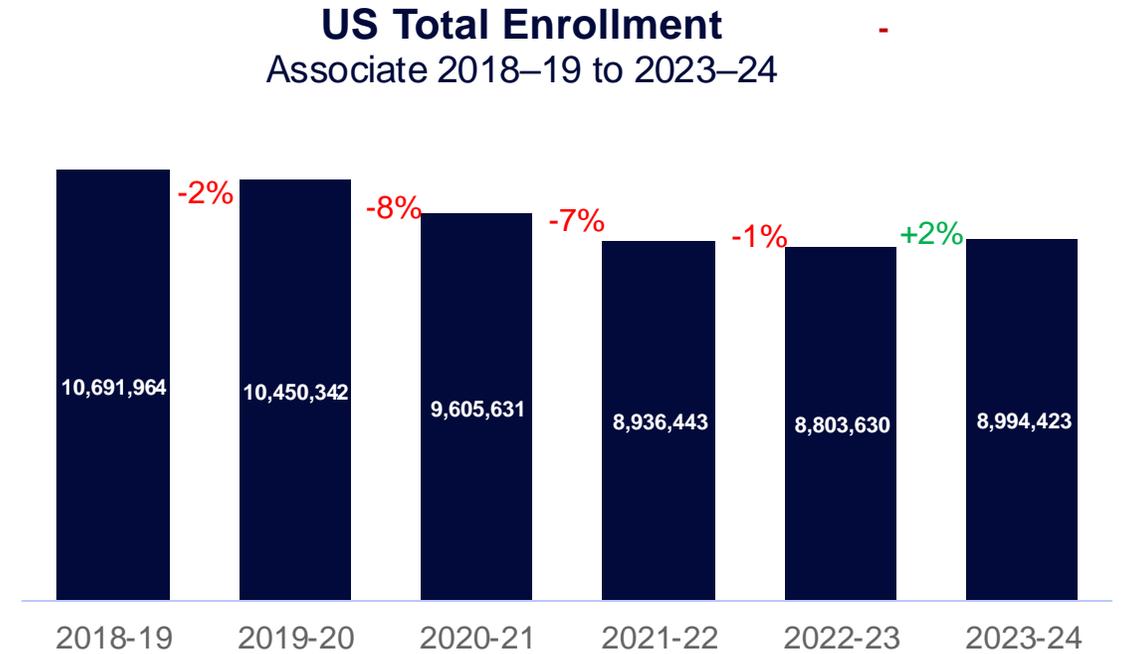
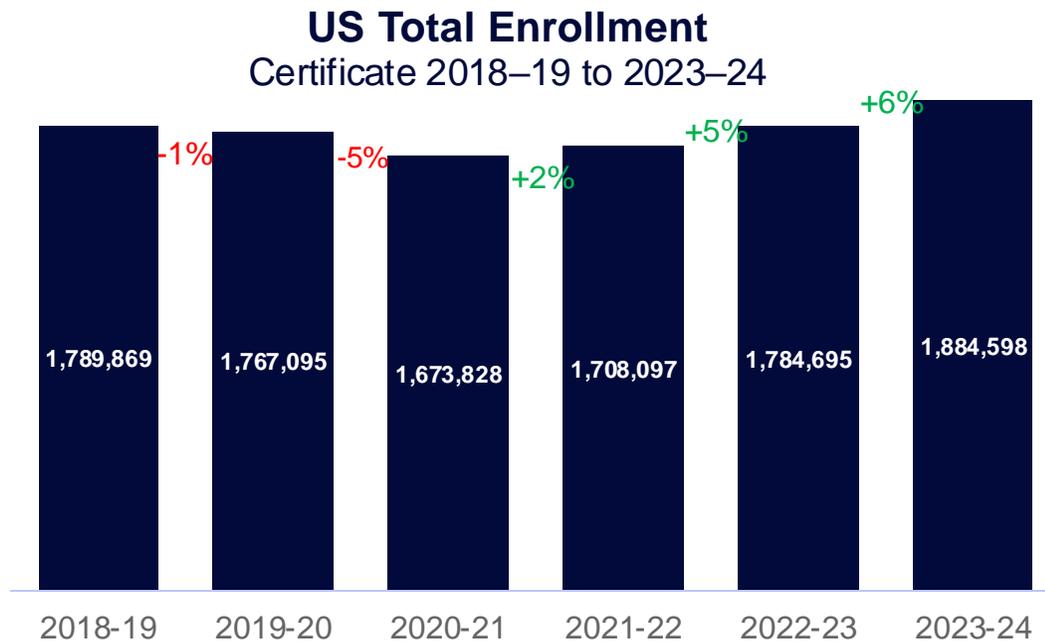
Emerging Programs: Where Are They Now?

Summary

Total Enrollment: Five-Year Trends

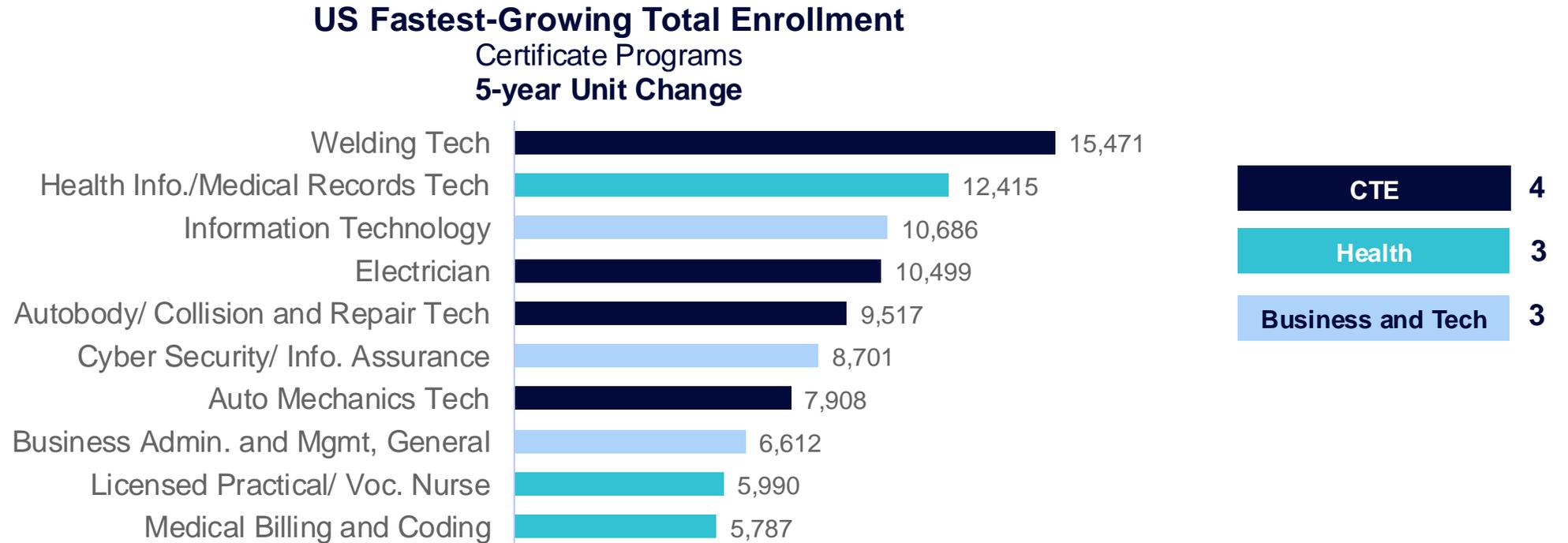
In the Academic Year 2023–24, certificate enrollment rose 6%.

- Associate programs rose 2%.



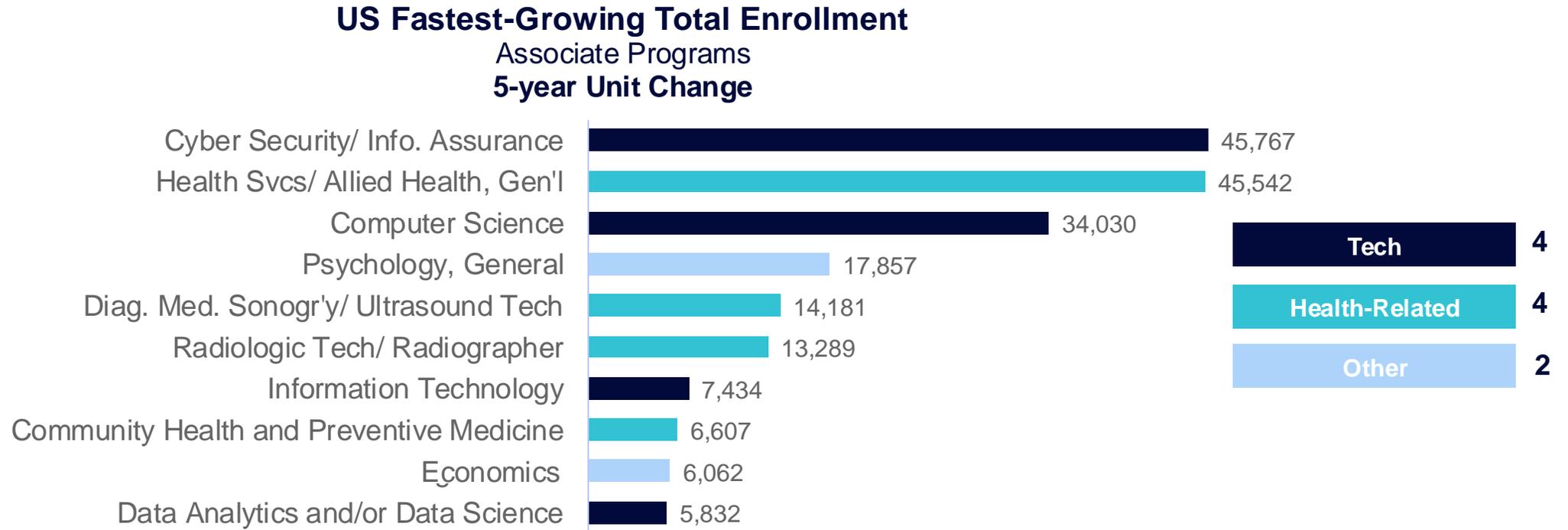
Certificate: Academic Year 2018–2019 to 2023-24, 5-year Growth

Over five years, enrollment in Welding Tech certificates increased by 15,471.



Associate: Academic Year 2018–2019 to 2023-24, 5-year Growth

Cyber Security grew by 45,767 total enrollments.



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What is a Program Evaluation System?

Student Demand: Coursera

Employment: Current Indicators

Emerging Programs: Where Are They Now?

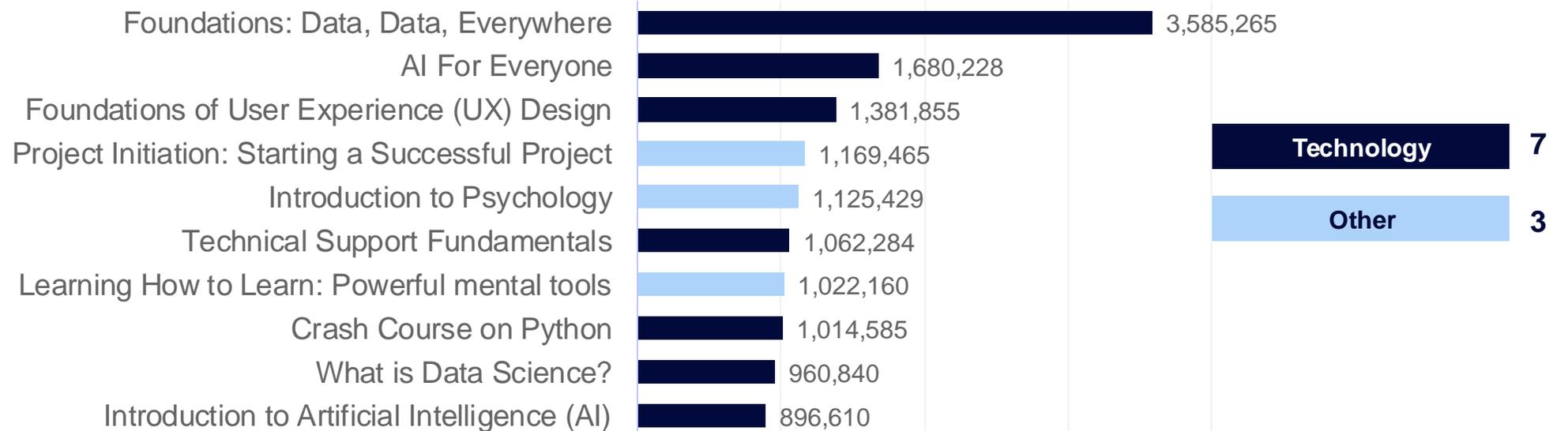
Summary

Non-Degree Demand: Coursera

As of October 2024, almost 140 million learners since inception.

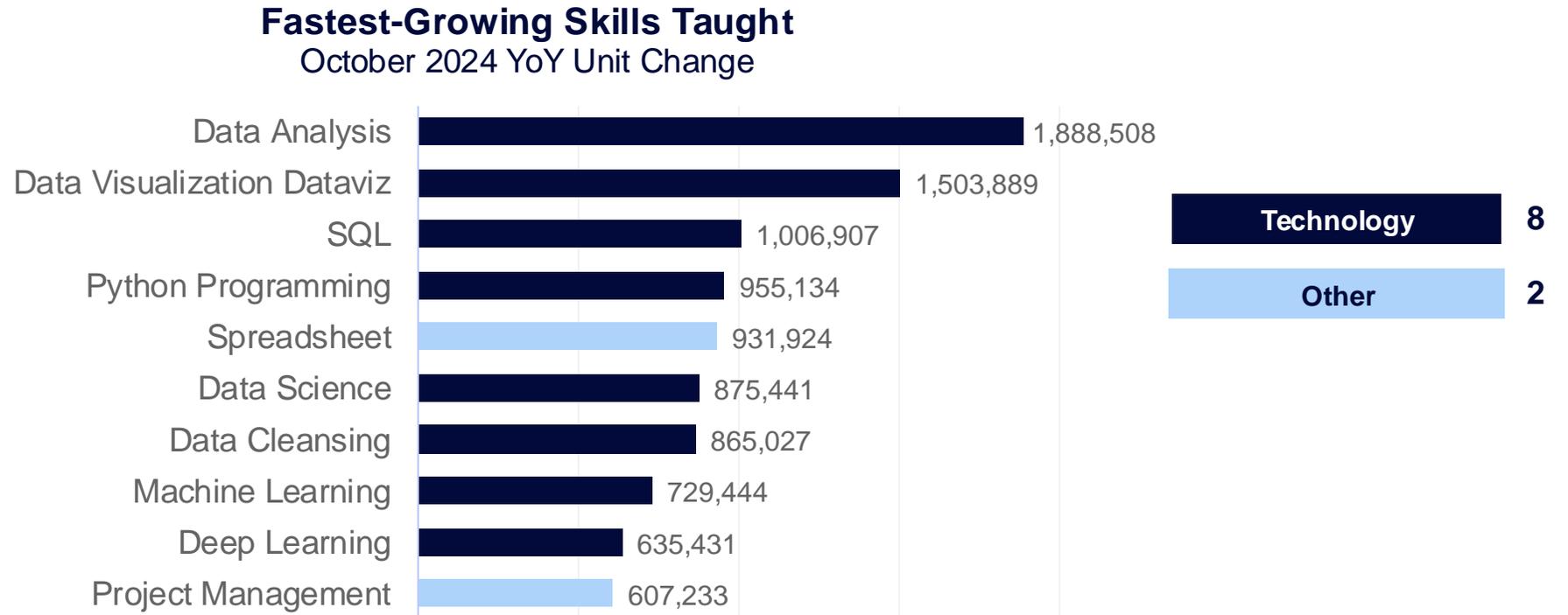
- In October 2024, the fastest-growing course year-over-year was Foundations: Data, Data, Everywhere.

Fastest-Growing Courses October 2024, YoY Unit Change



Non-Degree Demand: Fastest-Growing Skills Taught on Coursera.

In October 2024, eight of the 10 fastest-growing skills were in tech.*



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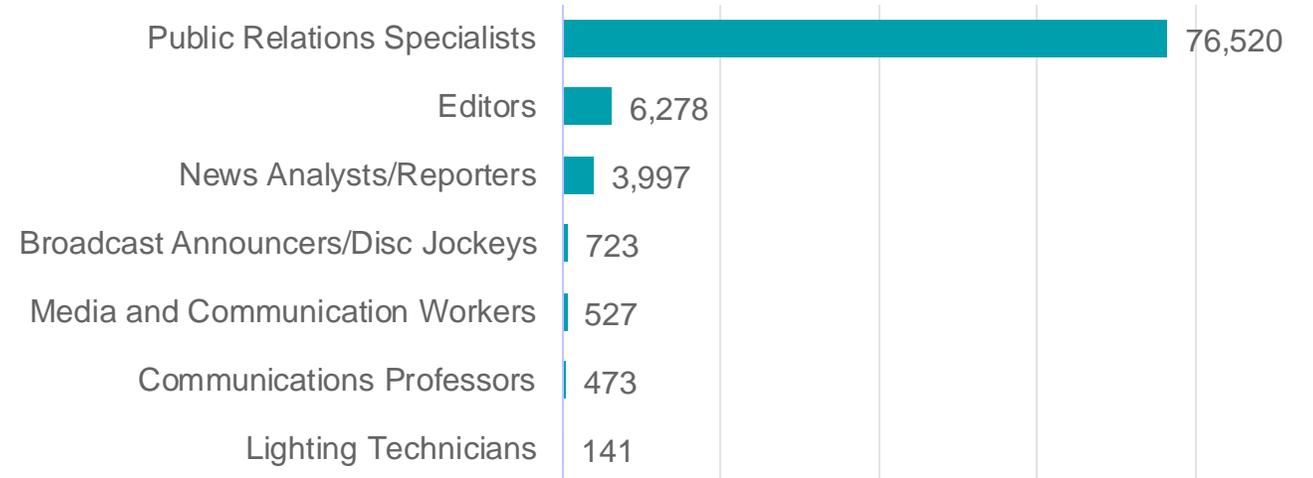
Commonly available data sources link programs to direct prep occupations.

According to NCES, Communication grads are prepared for nine occupations.

- Direct prep job postings volume includes data for seven occupations.

NCES CIP to SOC Crosswalk
Broadcast Announcers and Radio Disc Jockeys
Communications Teachers, Postsecondary
Editors
Fundraisers
Fundraising Managers
News Analysts, Reporters, and Journalists
Public Relations Managers
Public Relations Specialists
Writers and Authors

Direct Prep Job Postings, Communication Grads YTD 2024

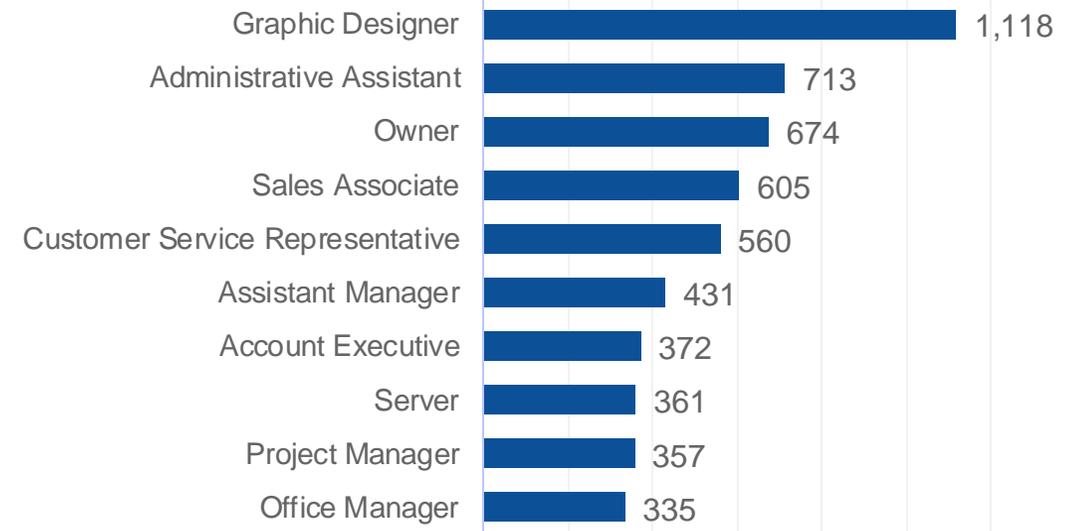


Gray DI's alumni career profile data on over 60,000 graduates identifies 762 occupations Associate in Communication grads have gone into. They have held over 57,000 job titles.

**Top 10 Occupations
Alumni with Associate of Communication
First Four Years Post-Grad**



**Top 10 Job Titles
Alumni with Associate of Communication
First Four Years Post-Grad**



Alumni work profile data

What are the top industries that employ your graduates?

Top 15 Industries

Top 15 Majors (Associate)

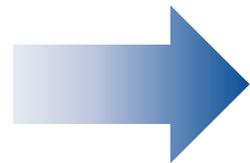


Hospital & Health Care	467,622
Retail	295,960
Information Technology And Services	214,817
Financial Services	166,230
Higher Education	164,704
Government Administration	114,655
Construction	111,929
Real Estate	105,967
Insurance	104,754
Automotive	95,158
Hospitality	93,899
Staffing And Recruiting	90,639
Education Management	84,695
Health, Wellness And Fitness	82,809
Restaurants	81,867

Drill down to a specific program to identify the employers that hire your students.

- Approaching employers with data-informed assessments can help strengthen relationships and improve student outcomes.

**Bookkeeping
(Associate)**



To 15 Industries



Top 10 Companies



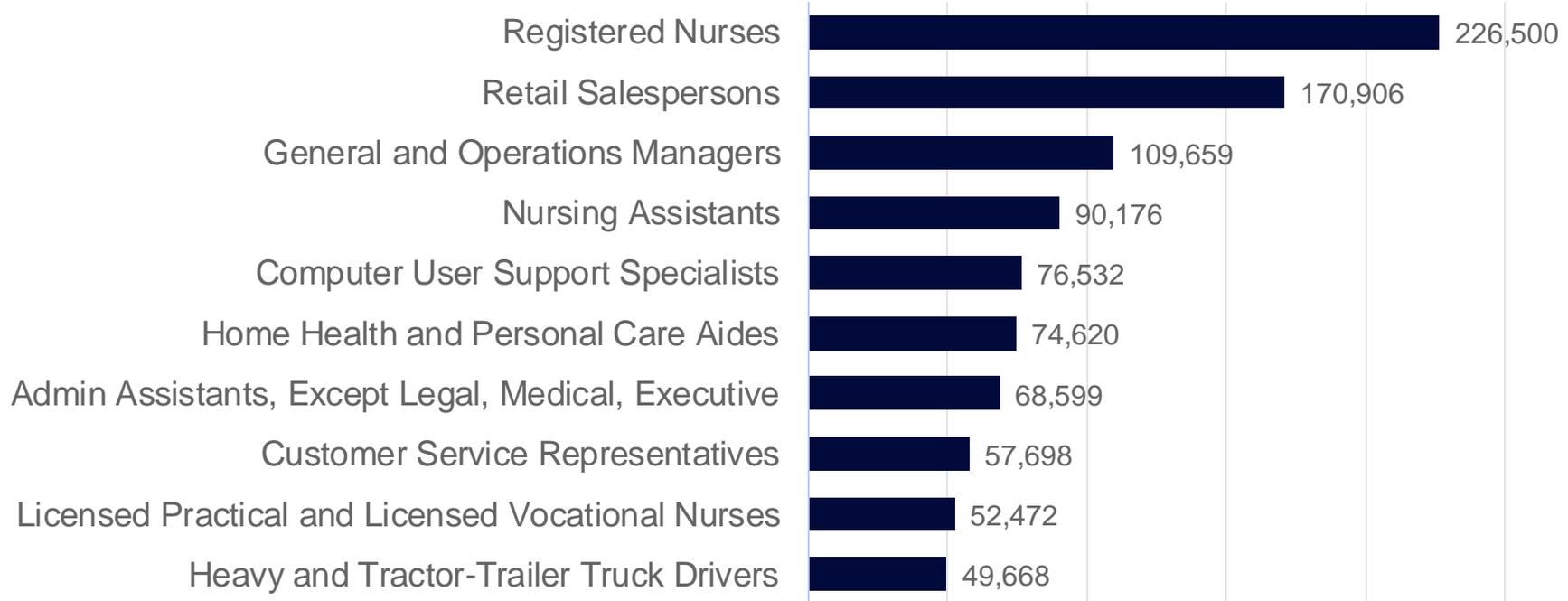
US Job Postings Trends

In October, job postings rose 30% year-over-year for associate and certificate levels.



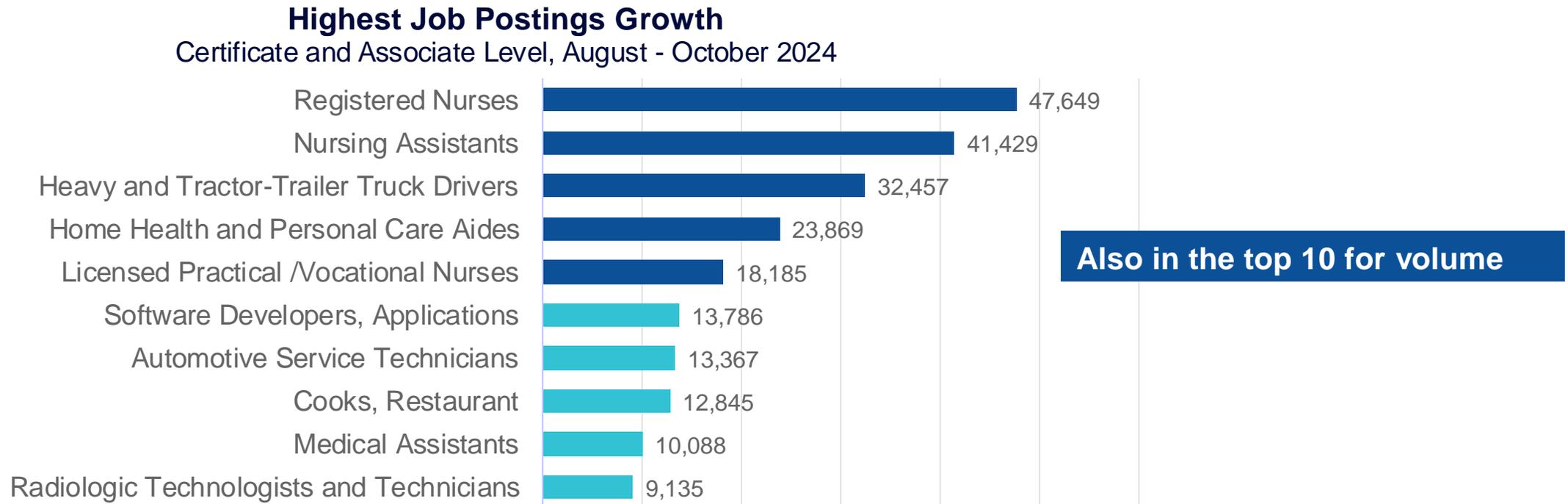
Largest Job Postings Volume, Certificate and Associate

Highest Job Posting Volume
 Associate and Certificate Level, Trailing Three Months



Fastest-Growing Job Postings Year-over-Year

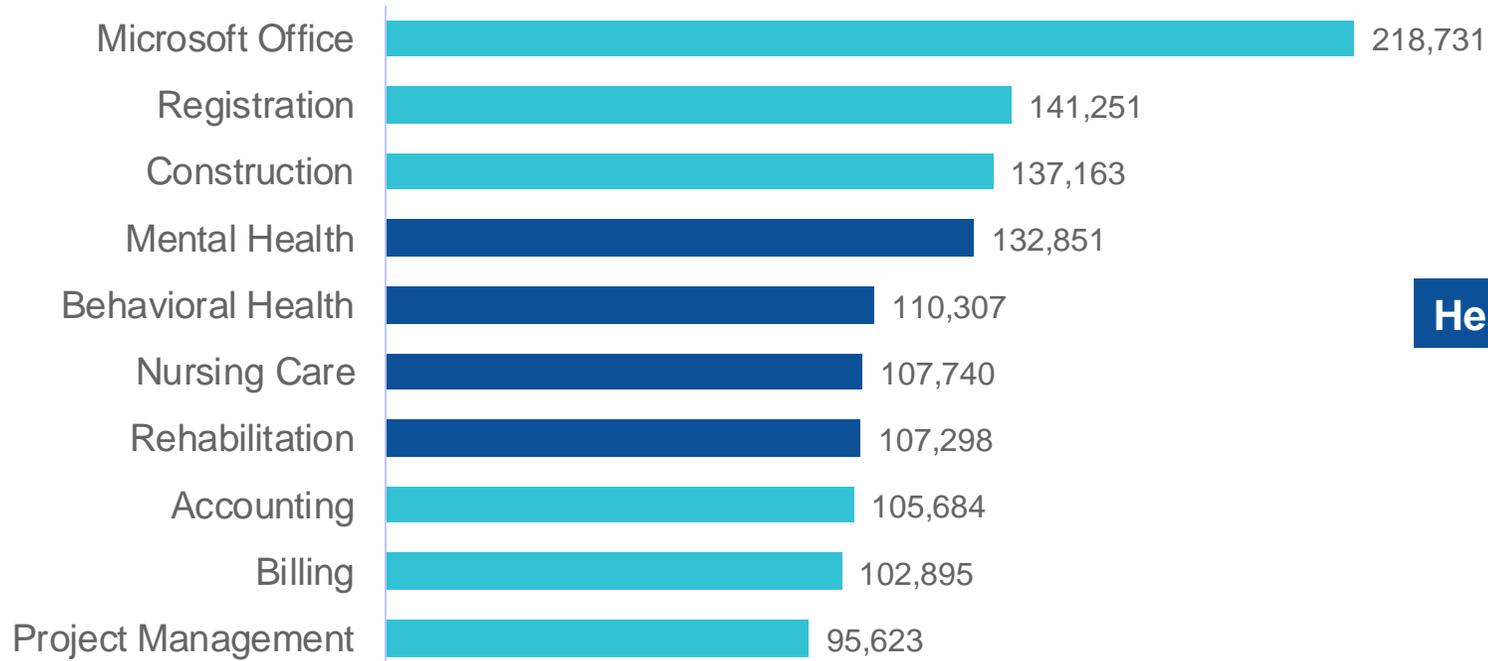
Trailing three months, Registered Nurse job postings at the associate/cert level rose by 608 YoY.



Which skills are in demand in the US?

There is a high demand for skills related to healthcare.

10 Highest Skills Volume
Listed in Job Postings, August – October, 2024



Health-Related

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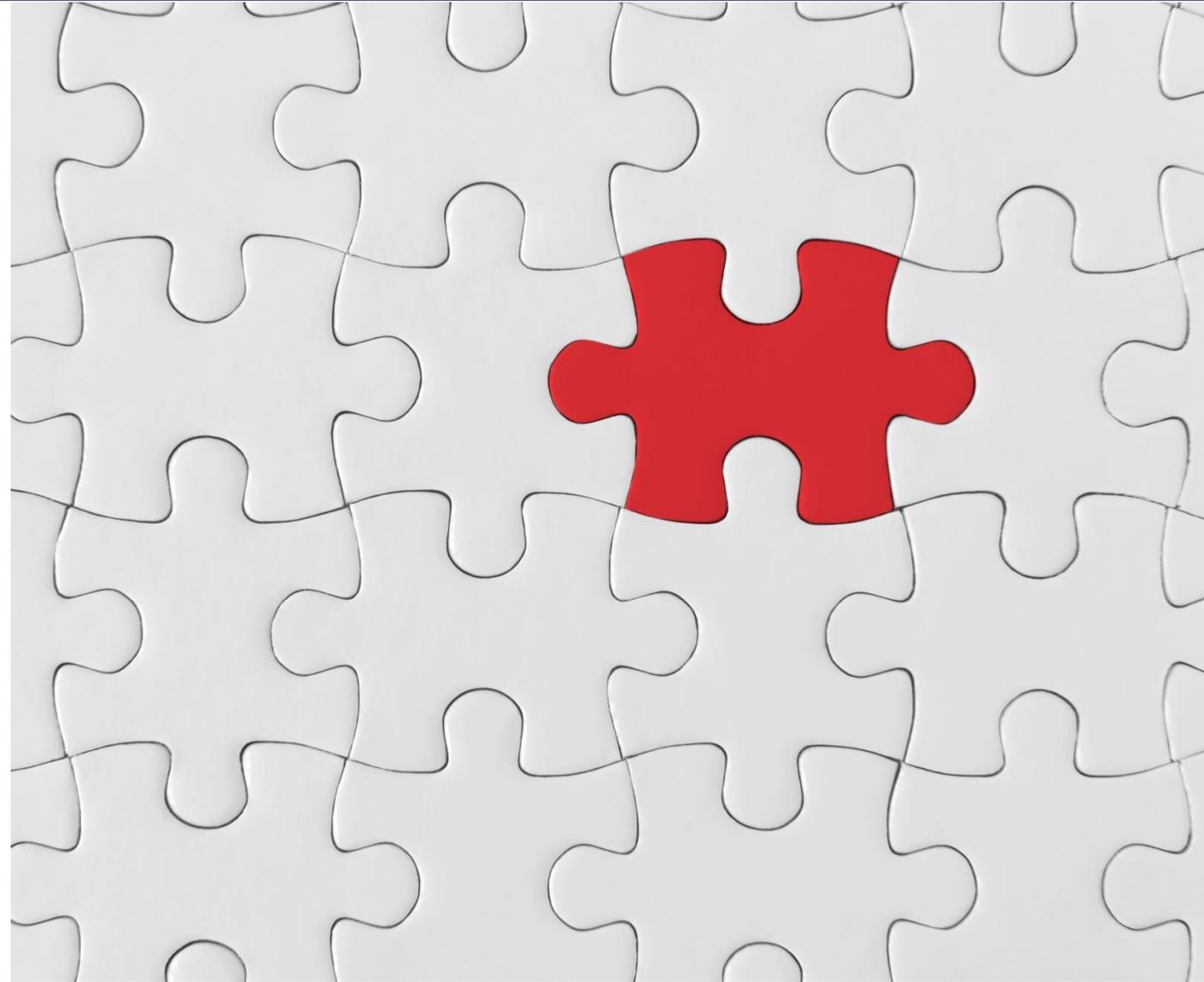
Each January, Gray DI presents the “5 Emerging Academic Programs to Watch” in our most popular webinar.

- This webinar identifies five nascent academic programs keeping pace with innovation in research and education.



Elements to Consider

- Timing
- Size
- Mission
- Degree fit
- Difficulty
- Funding



Blasts from the Past



Applied AI



Disinformation Intelligence



Creator Economy



Space Commercialization



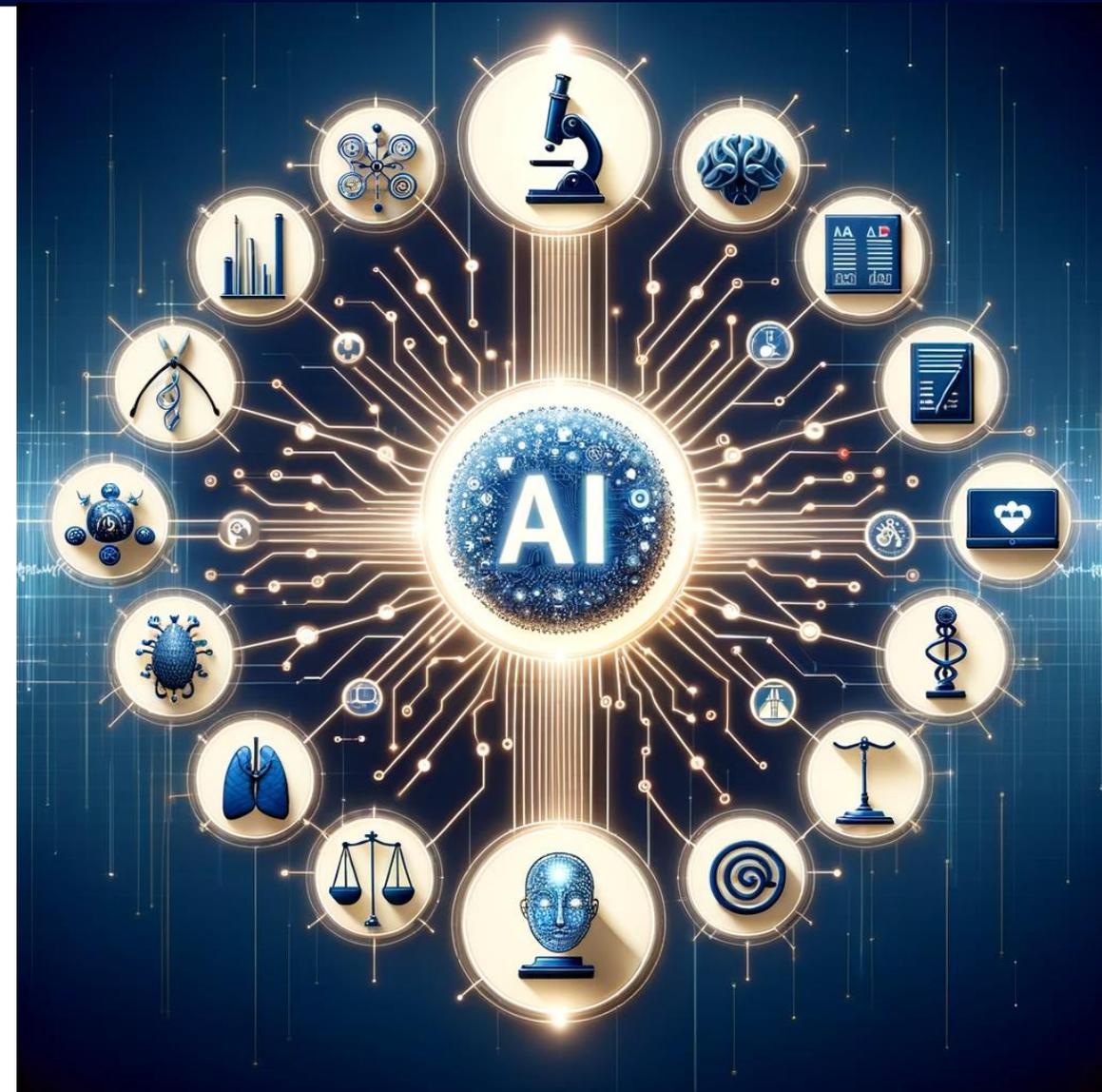
Cellular Agriculture



Applied AI

AI Applied to Specific Disciplines

- Applied AI combines technical expertise in artificial intelligence.
- With domain knowledge in a specific discipline
- To accelerate innovation and strategic advantage.





Disinformation Intelligence

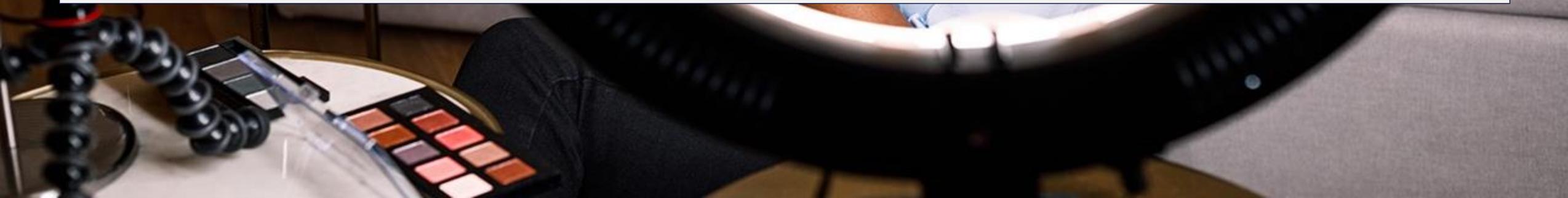
Disinformation Intelligence

- *“In the U.S. fake local news sites now outnumber legitimate newspapers. Taken to new heights by the use of artificial intelligence, disinformation is not slowing down but mass-scaling and becoming more effective. The most concerning of all is the normalization of fake news, as it becomes harder every day to tell facts apart from lies.”*

– Technopedia, July 2024



Creator Economy



More kids want to be YouTube stars than astronauts.

Creators, marketers, and employers want to teach them how.



LinkedIn Learning

Launching Your Creator Business

The video thumbnail shows a woman with long blonde hair in a green blazer speaking enthusiastically. In the background, there is a desk with a laptop, a microphone, and a potted plant. A small cartoon character is also visible on the desk.

Source: [linkedin.com/learning/launching-your-creator-business](https://www.linkedin.com/learning/launching-your-creator-business)



NBCUniversal

Creator Accelerator

Investing in the next generation of NBCUniversal talent now.

The image shows a professional studio setting with multiple cameras on tripods, lighting equipment, and crew members working in the background.

Source: [nbcuniversal.com/creatoraccelerator](https://www.nbcuniversal.com/creatoraccelerator)



NASACADEMY.

Creator Accelerator Program

- 01 Master the Art of Social Media Storytelling
- 02 The Basics of Mobile Video Creation for All Social Platforms
- 03 Create Better Videos and Get More Views
- 04 Grow Your Channels and Build Your Community
- 05 Make Money With Content Creation and Get Job Opportunities

Source: [nasacademy.com](https://www.nasacademy.com)



Space Commercialization

Space Commercialization: An Off-Planet Economy

A \$1.1 trillion-dollar (or more) industry by 2040?

- SmallSats: telecommunications and payloads
- Asteroid mining
- Space tourism
- Military defense
- Space investing
- Big data
- Bases on the Moon and Mars

*But who owns the moon,
asteroids, and other resources?*





Cellular Agriculture



There are a handful of programs... and a lot of employment opportunities.

 Research Associate II - Analytics THE EVERY COMPANY	 Head of Engineering LEVER ADVISERS	
 Senior Process Engineer THE EVERY COMPANY	New Culture Research Associate Fermentation NEW CULTURE	
 R&D scientist (2-2) CELLULAREVOLUTION	 Bioinformatics Scientist BIOMILQ	 Research Associate BIOMILQ
 R&D scientist (1-2) CELLULAREVOLUTION	 Biochemist BIOMILQ	 Laboratory Operations Manager GALY
 Biomanufacturing Engineer - Upstream BIOMILQ	 Business Office Coordinator BIOMILQ	 Full Stack Data Scientist THE EVERY COMPANY
 Chief Operating Officer FINLESS FOODS	 Regulatory Manager BIOMILQ	 Human Resources Generalist THE EVERY COMPANY

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- In October, Google searches for academic programs rose 64% year-over-year.
 - Business Admin and Management grew by almost 418,000 searches year-over-year.
 - Average cost-per-click rose 9% year-over-year.
- Total student enrollment in certificate programs is up 6% year-over-year.
 - Associate new enrollment is up 2%.
- In 2023–24, Welding Tech and Cyber Security had the highest growth since 2018–19.
- Associate in Communication grads go into 762 occupations; most are not directly related to their major.
- In October, Registered Nurses have the highest job postings volume and growth year-over-year.
- There is a high demand for skills in Microsoft Office and healthcare.
- Disinformation Intelligence, Creator Economy, Space Commercialization, Applied AI, and Cellular Agriculture were among our past 5 Emerging Programs to Watch – tune in this January for our new picks!

Upcoming webinars



**Our 6th annual 5 Emerging Academic Programs to Watch
Tuesday, January 14, 2025, 2-3:15 PM EST**

GRAY DI DECEMBER DEMAND TRENDS WEBINARS

TOPIC	DATE
COMMUNITY COLLEGES	DEC 18 @ 2 PM EST
BACHELOR'S AND ABOVE	DEC 19 @ 2 PM EST