



GRAY[™]
DECISION INTELLIGENCE



Demand for Higher – Education Programs

December 19, 2024

Today's Guest Speaker

Melissa Morriss-Olson, Ph.D

**CEO, The American University of Greece
Global Campus**

**Distinguished Professor of Higher Ed
Leadership & Founding Director,
CHELIP and the EdD Program at Bay Path
University**



Agenda

What is a Program Evaluation System?

Student Demand

- Google Keywords
- Enrollment
- International Demand

Employment: Current Indicators

Ingenious Leadership with Melissa Morriss-Olson, Ph.D

Closing Remarks

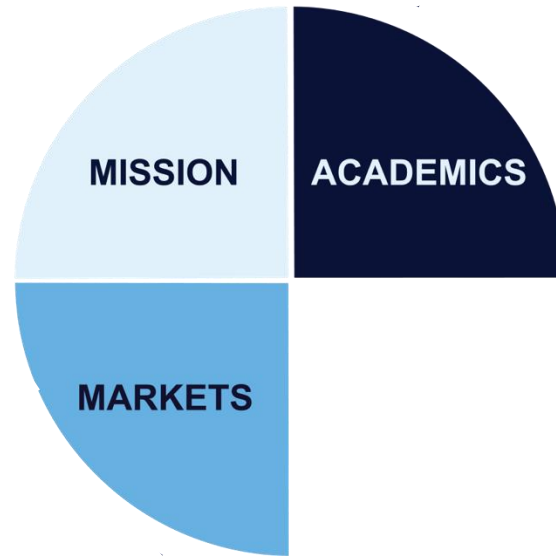
An academic Program Evaluation System enables growth and sustainable financials.



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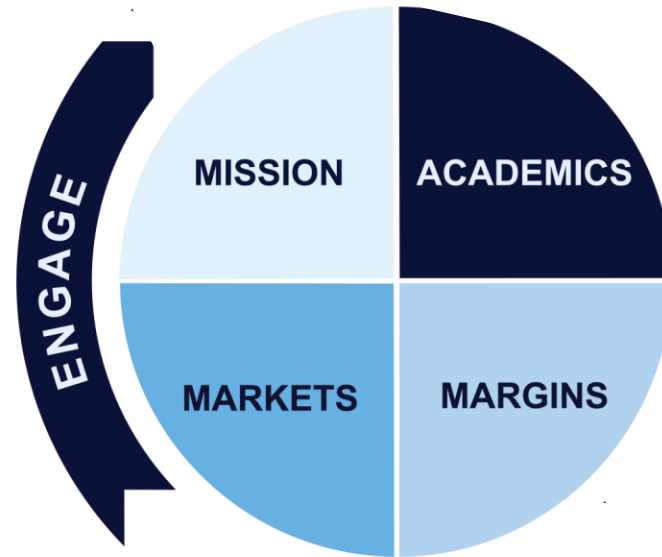
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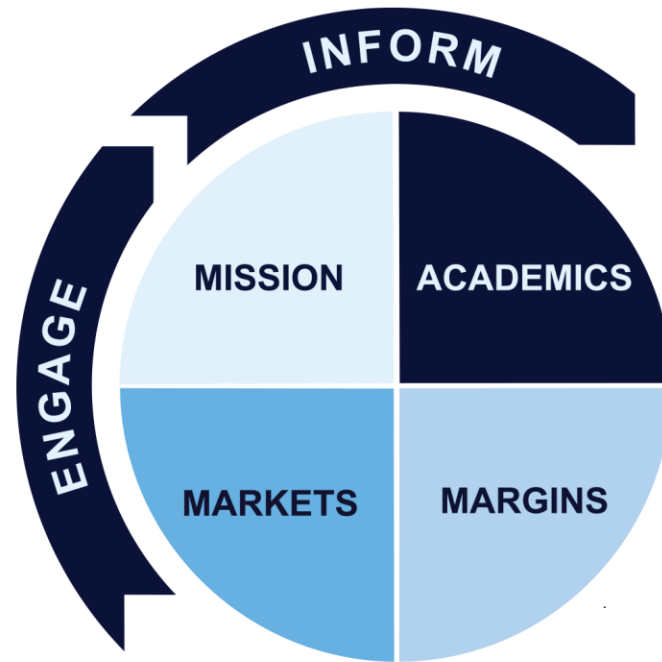
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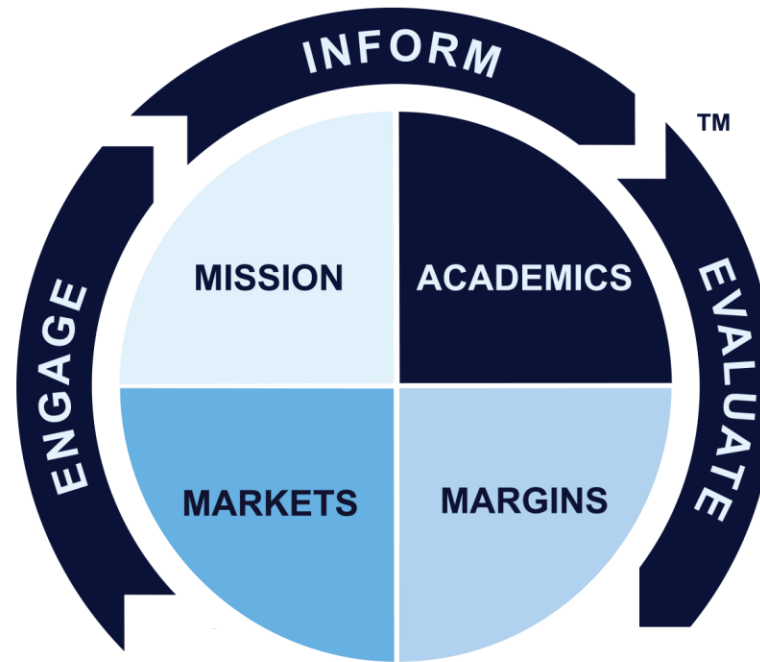
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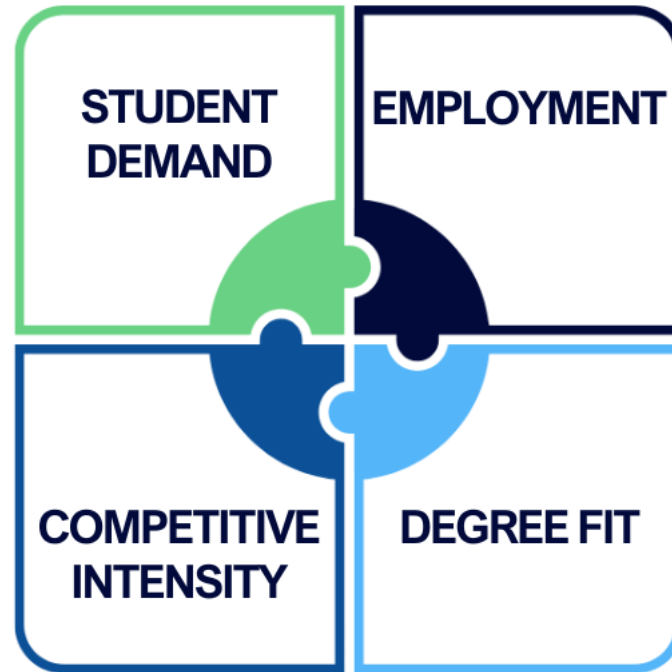
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An academic Program Evaluation System enables growth and sustainable financials.



Key elements of your market you need to understand.



Agenda

What is a Program Evaluation System?

Student Demand: Google Keywords

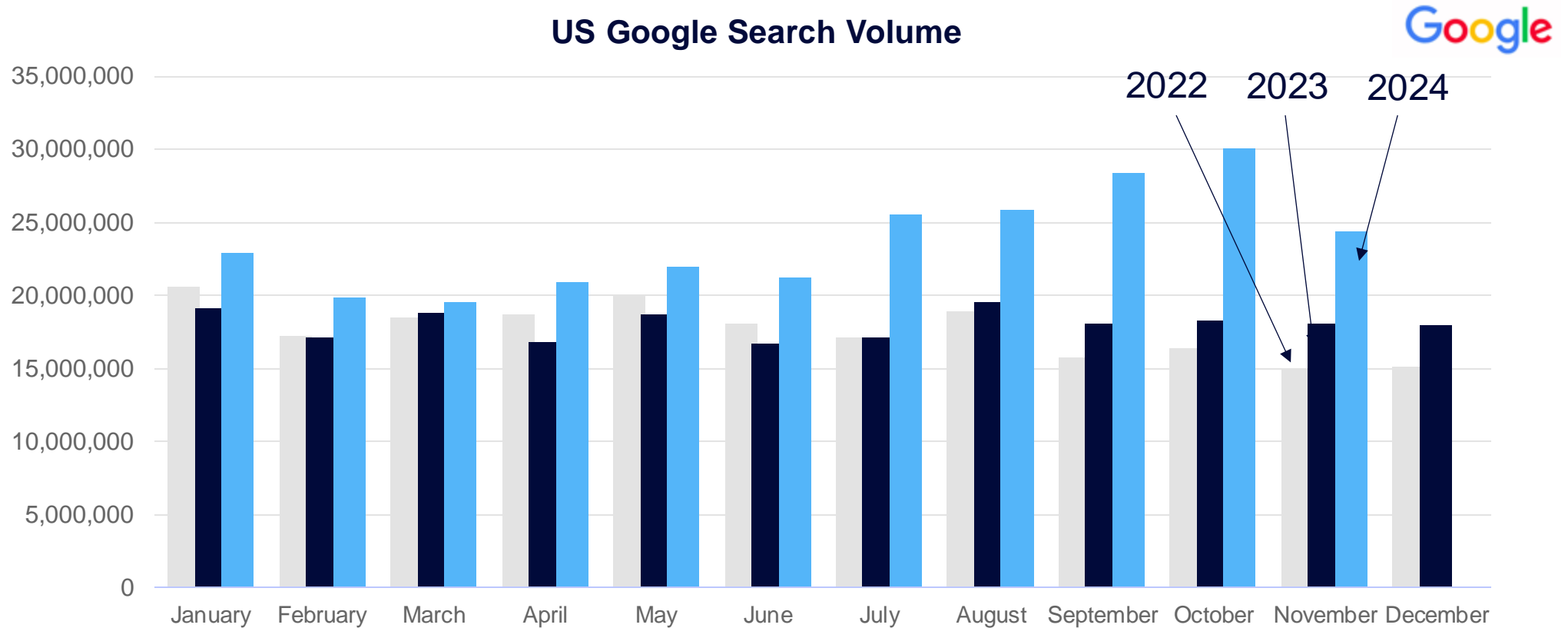
Employment: Current Indicators

Data Summary

Ingenious Leadership with Melissa Morriss-Olson, Ph.D

Google Search Trends: Programs

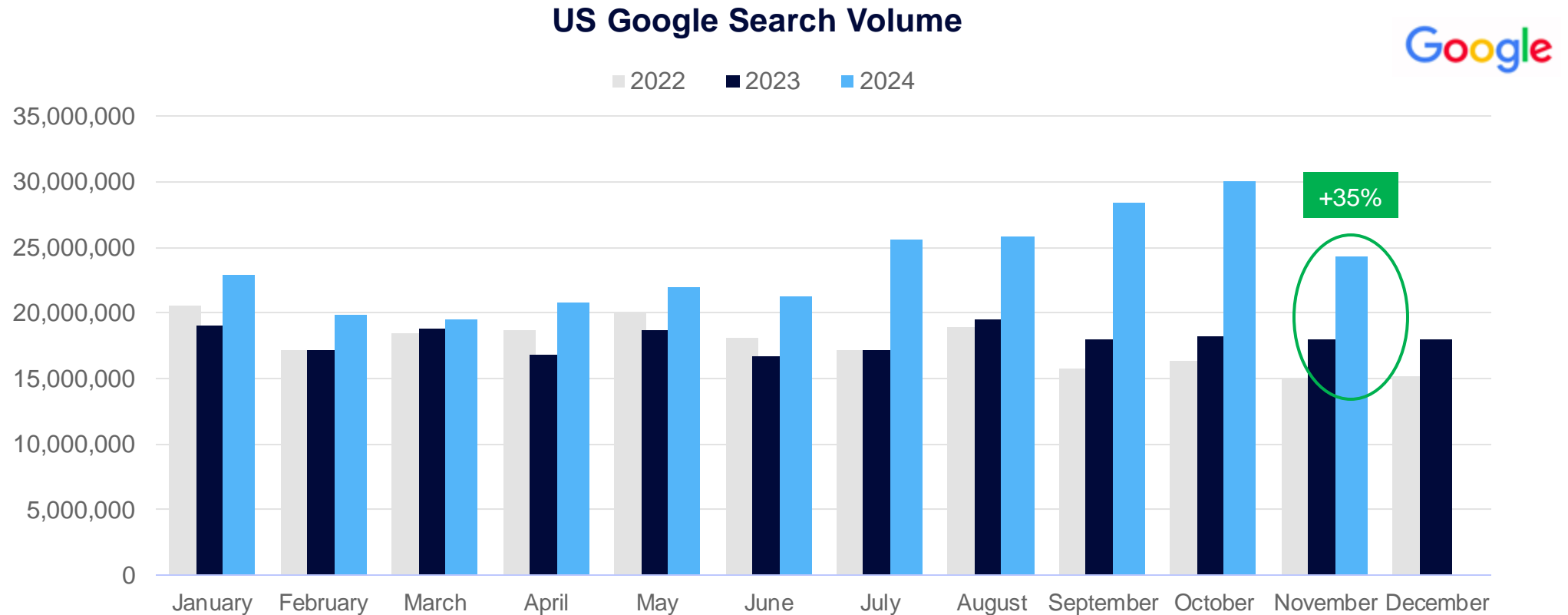
Gray DI tracks searches for over 900 programs (90% of all US completions).



Source: PES Keyword Search Dashboard

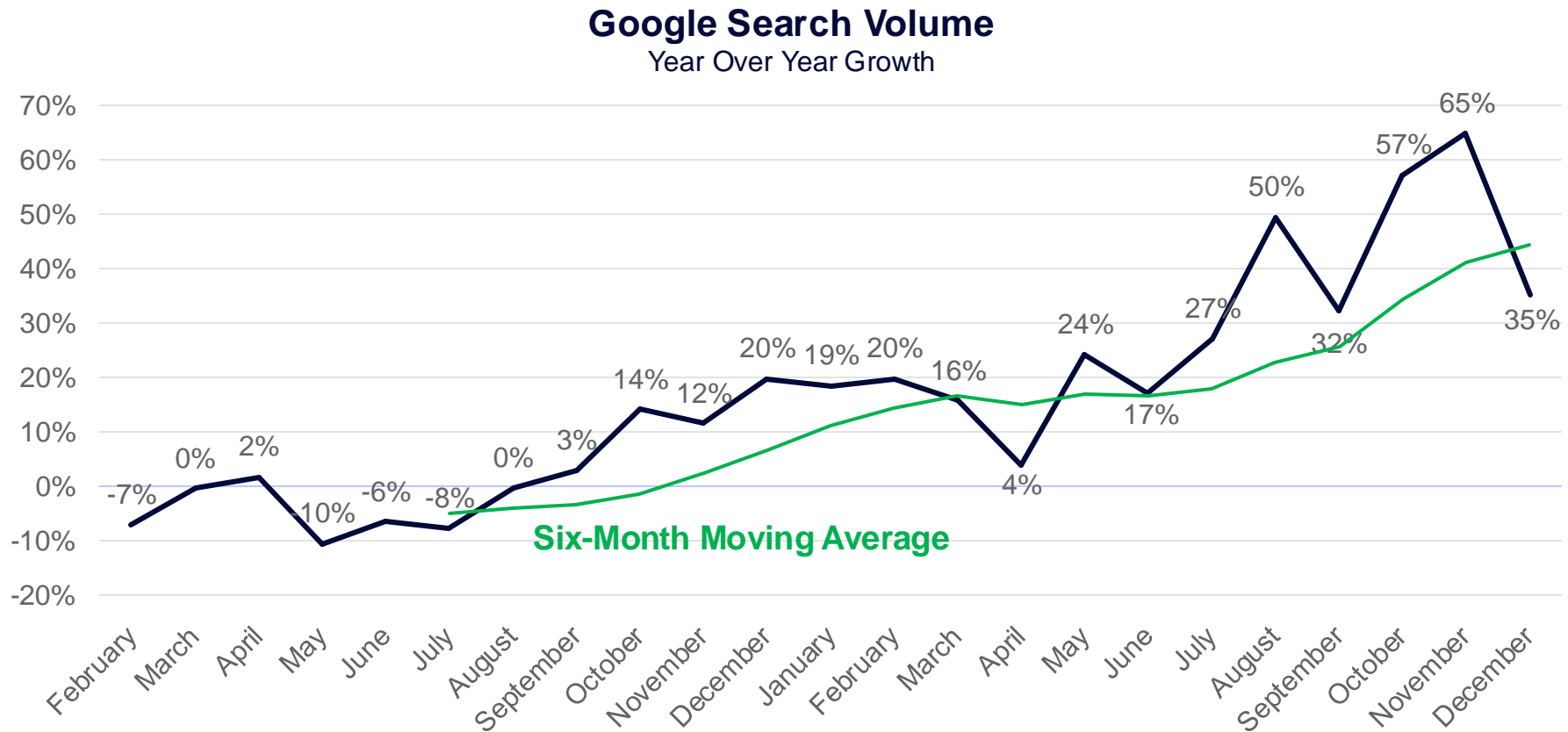
Google Search Trends: Programs

In November 2024, Google searches for academic programs grew 35% year-over-year.



Source: PES Keyword Search Dashboard

Growth in Google searches for academic programs has been accelerating.

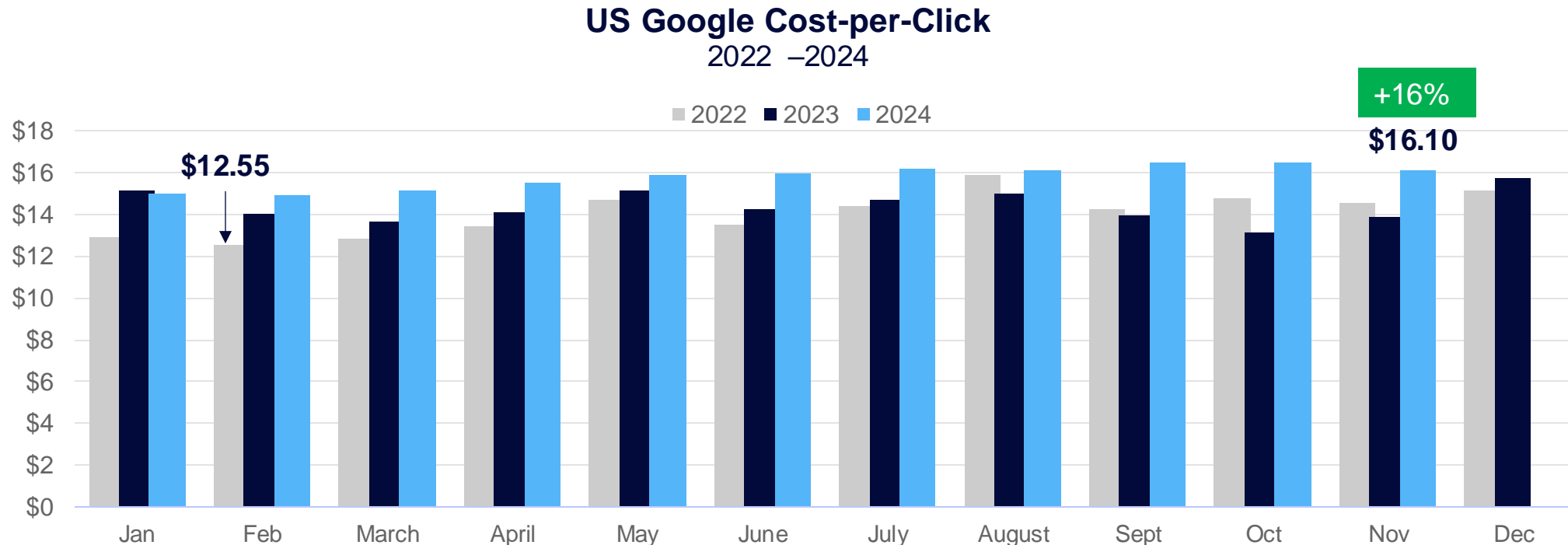


Source: PES Keyword Search Dashboard

Google Search Trends: Cost-per-Click

In November 2024, average Google cost-per-click fell 2.5% vs. October but is up 16% YoY.

- It has risen 28% since its low in February 2022.

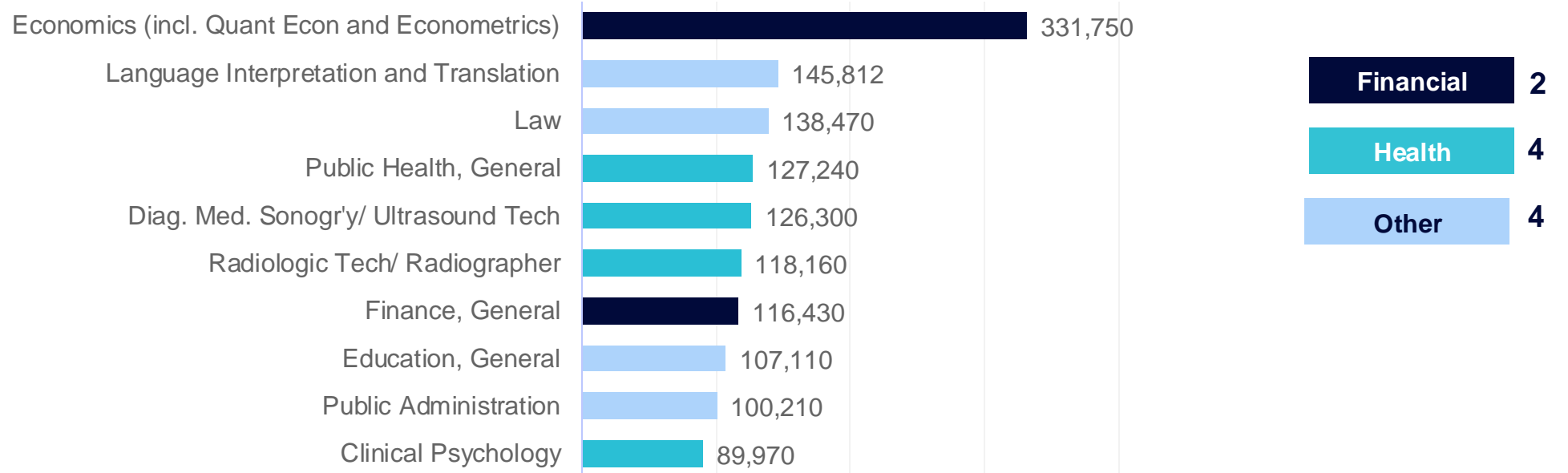


Source: PES Keyword Search Dashboard

Google: Programs with Fastest-Growing US Search Volume

In November, searches for Economics grew by almost 332,000 year-over-year.

Programs with the Fastest-Growing Google Search Volumes*
November 2024 YoY



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Student Demand: Enrollment

Employment: Current Indicators

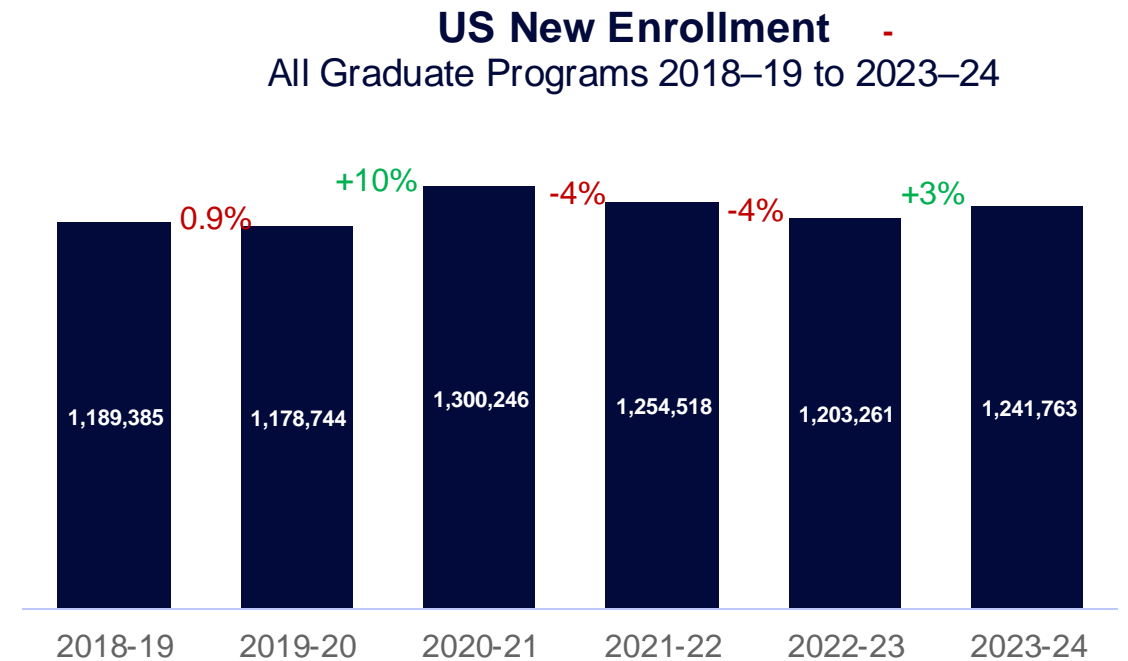
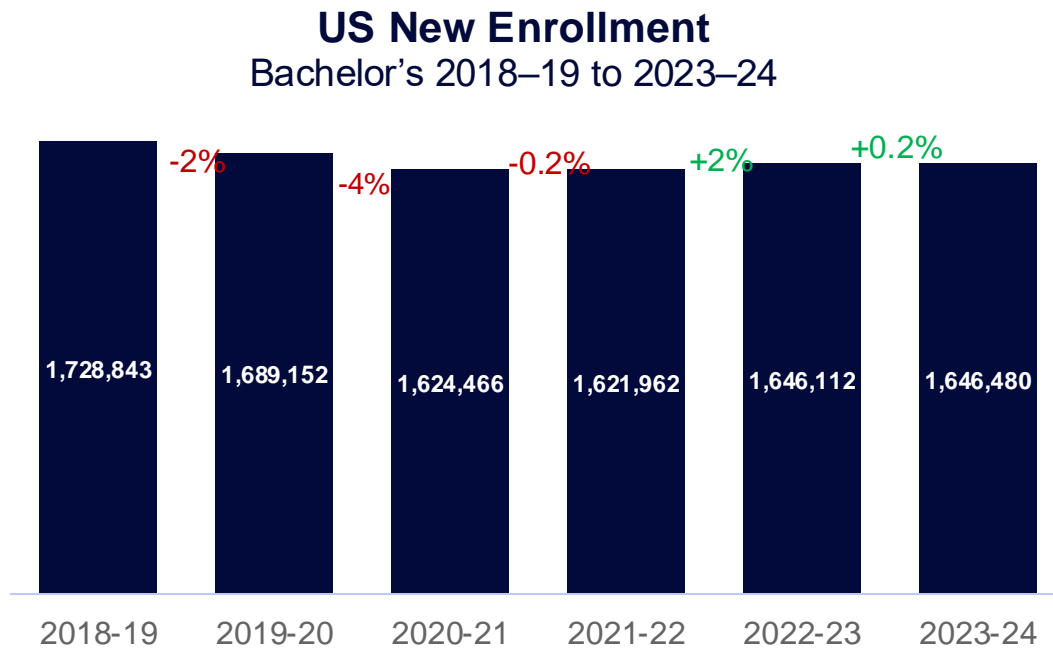
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Closing Remarks

New Enrollment: Five-Year Trends

In the academic year 2023–24, bachelor's enrollment was flat.

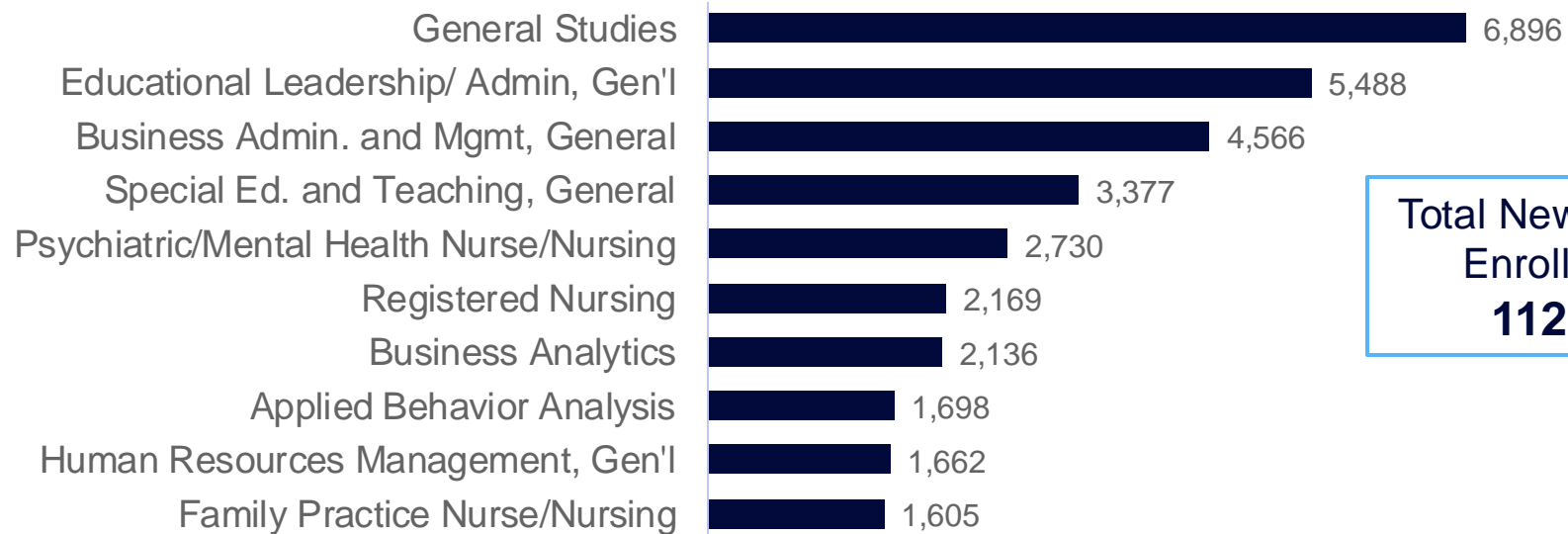
- Graduate programs rose 3%.



Post-Bachelor's and Post-Master's Certificates: New Enrollment Volume

In 2023-24, there were almost 7,000 new enrollees in General Studies.

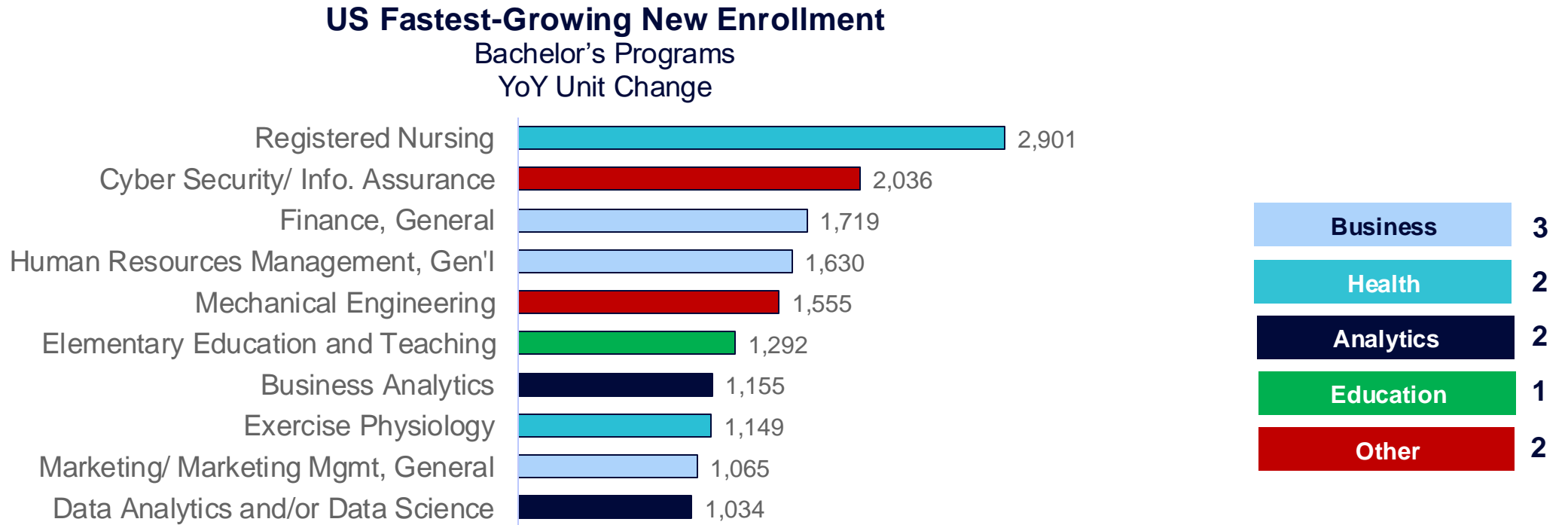
Largest New Enrollment Volume Post-Bachelor's and Post-Master's Certificates



Total New Student
Enrollment:
112,197

Bachelor's: Academic Year 2023-24, One-Year Change

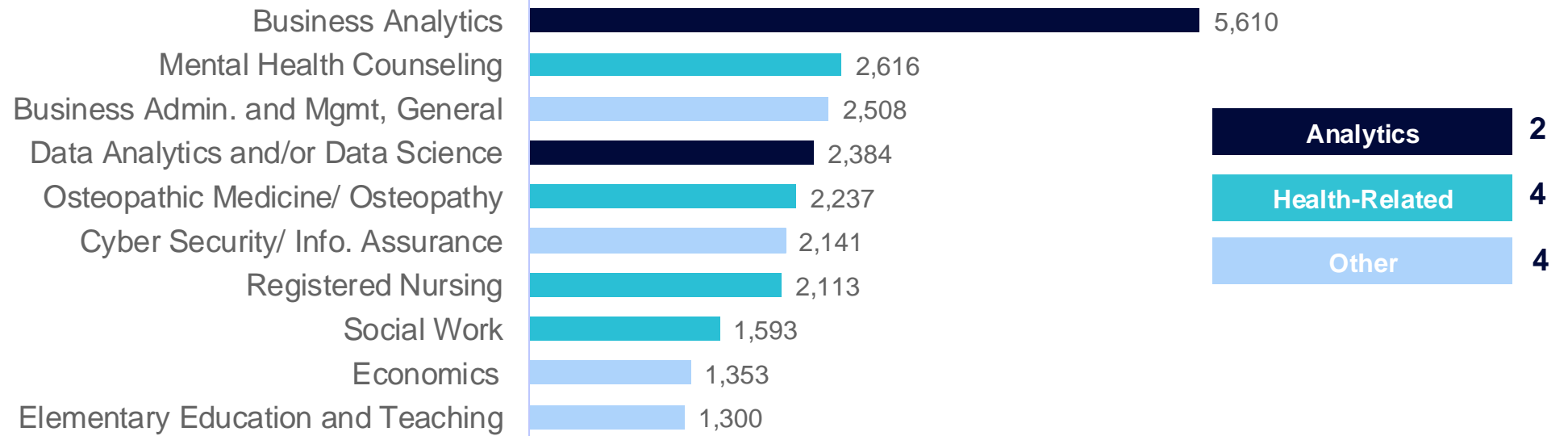
In the academic year 2023 – 2024, Registered Nursing added 2,901 new enrollments year-over-year.



Master's and Doctorate: Academic Year 2023-24, One-Year Change

Business Analytics grew by 5,610 new enrollments year-over-year.

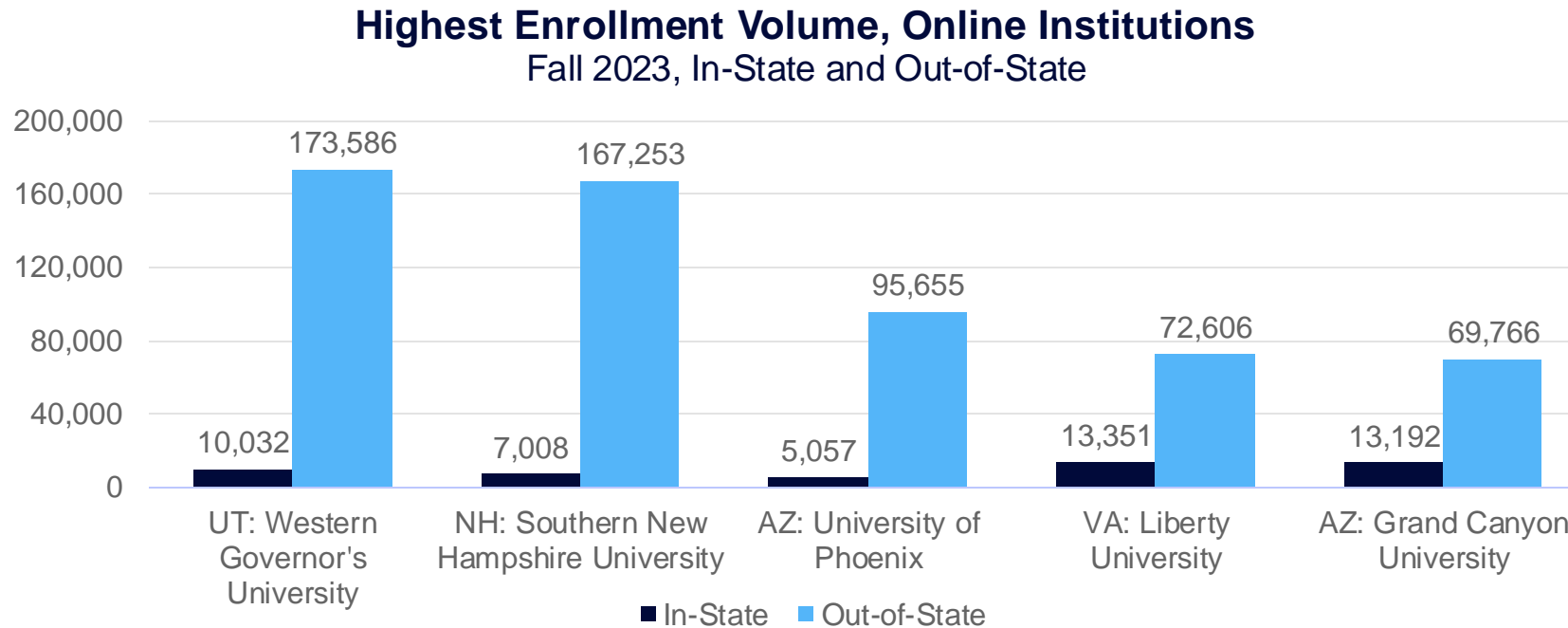
US Fastest-Growing New Enrollment Master's and Doctorate Programs One Year Unit Change



Online Enrollment: Fall 2023

The five online institutions with the highest enrollment get most of their students from out-of-state.

- IPEDS data reports all online enrollment to the institutions' headquarters.



Agenda

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Student Demand: International

Employment: Current Indicators

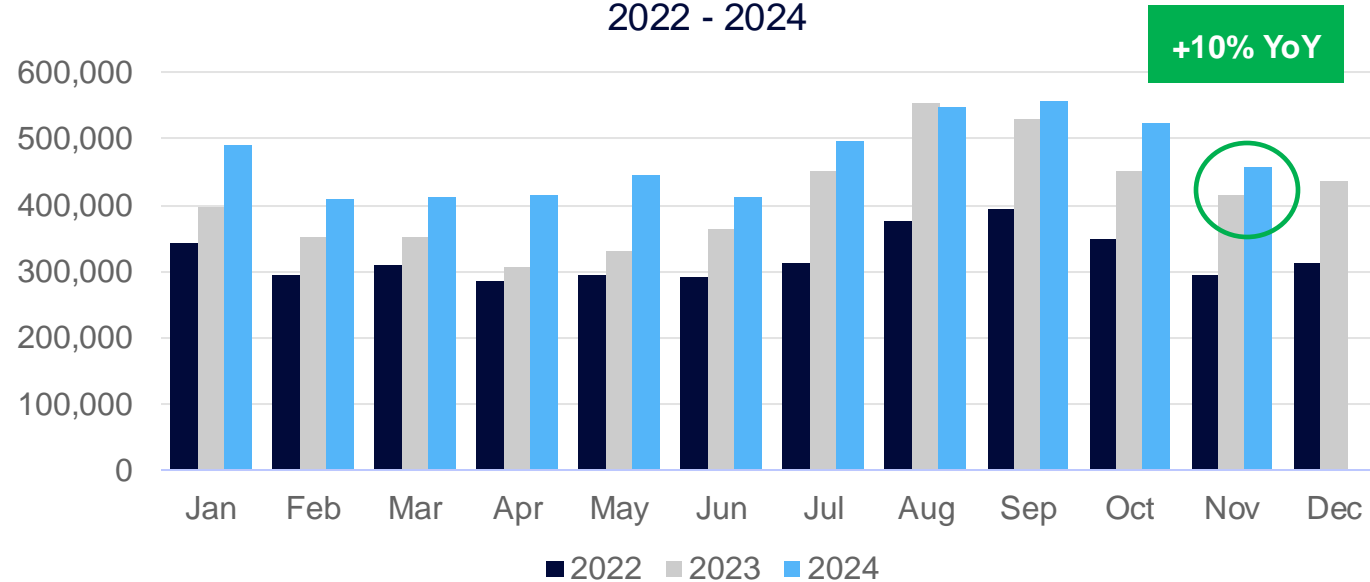
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Closing Remarks

International Student Demand

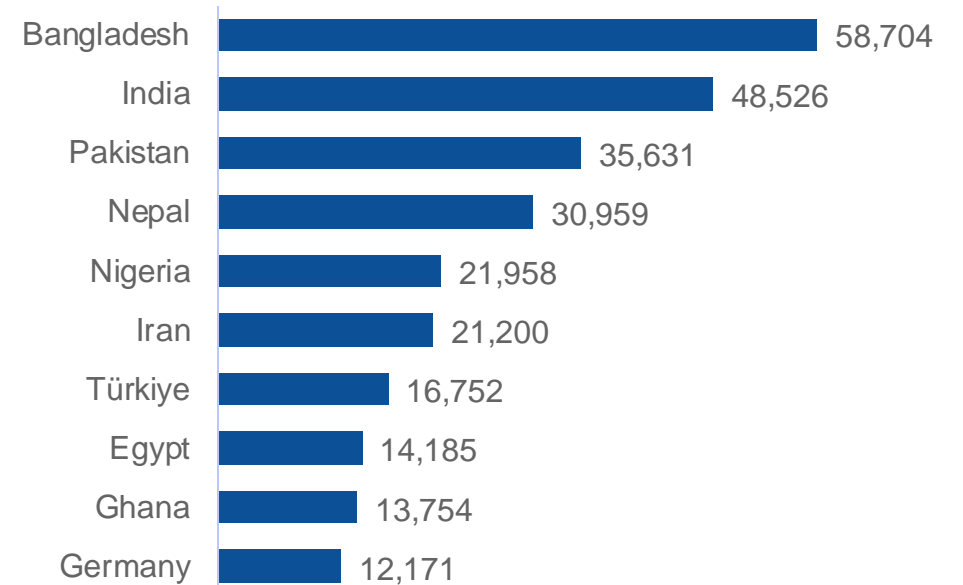
In November, international student interest in US programs rose 10% year-over-year.

International Page Views
2022 - 2024



Bangladesh had the highest page views.

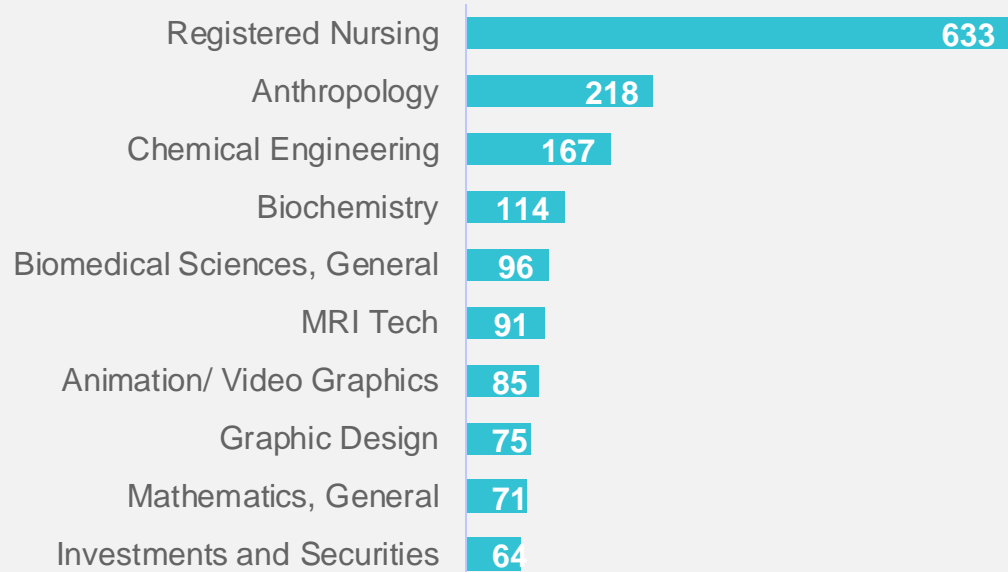
Highest Volume Page Views
November 2024 Origin Countries
Bachelor's and Above



International Page Views: Fastest-growing programs

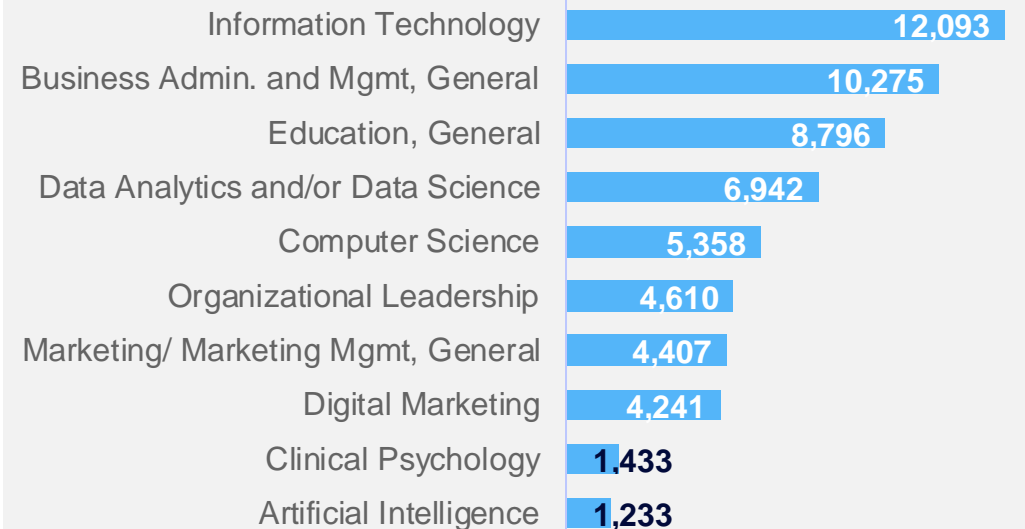
The fastest-growing bachelor's program year-over-year was Registered Nursing.

10 Fastest-Growing Bachelor's Programs November 2024 Change



Information Technology was the fastest-growing program at the graduate level.

10 Fastest-Growing Graduate Programs November 2024 Change



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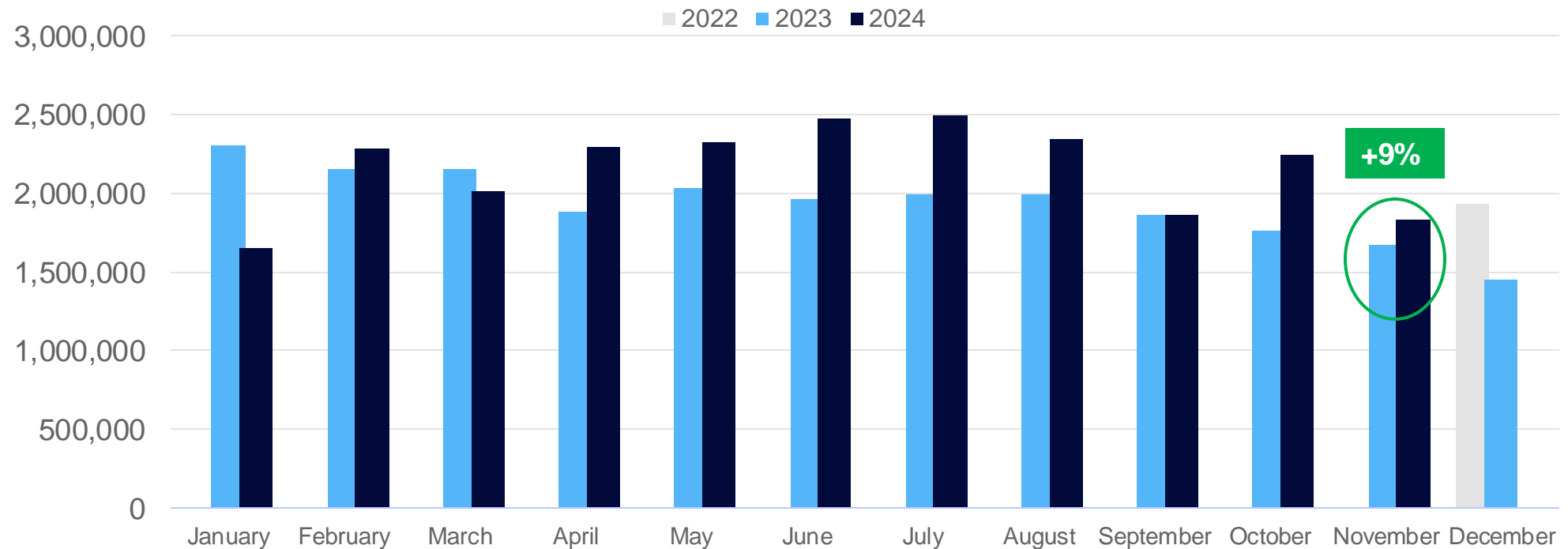
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Closing Remarks

US Job Postings Trends

November job postings were 18% lower than October but rose 9% year-over-year.

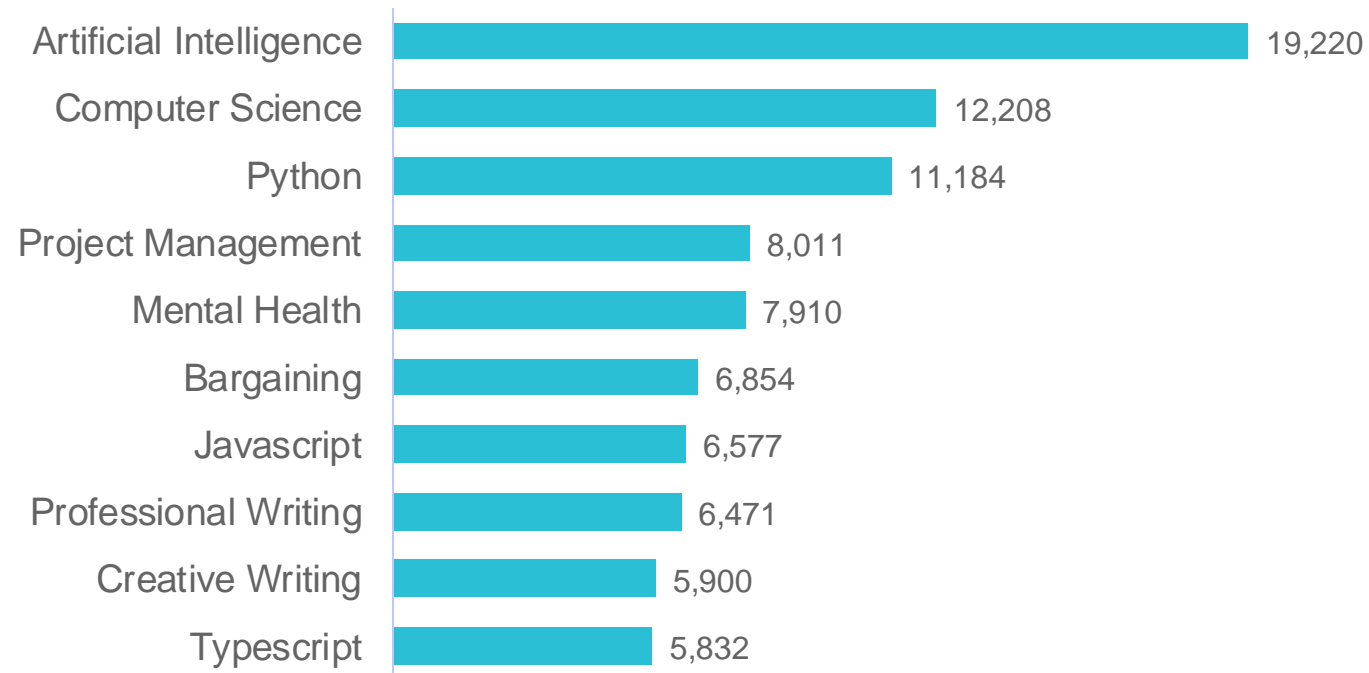
US Job Postings



Which skills are growing in demand in the US?

There is a growing demand for skills in artificial intelligence.

Fastest-Growing Skills Volume, Bachelor's and Above
Listed in Job Postings, November, 2024



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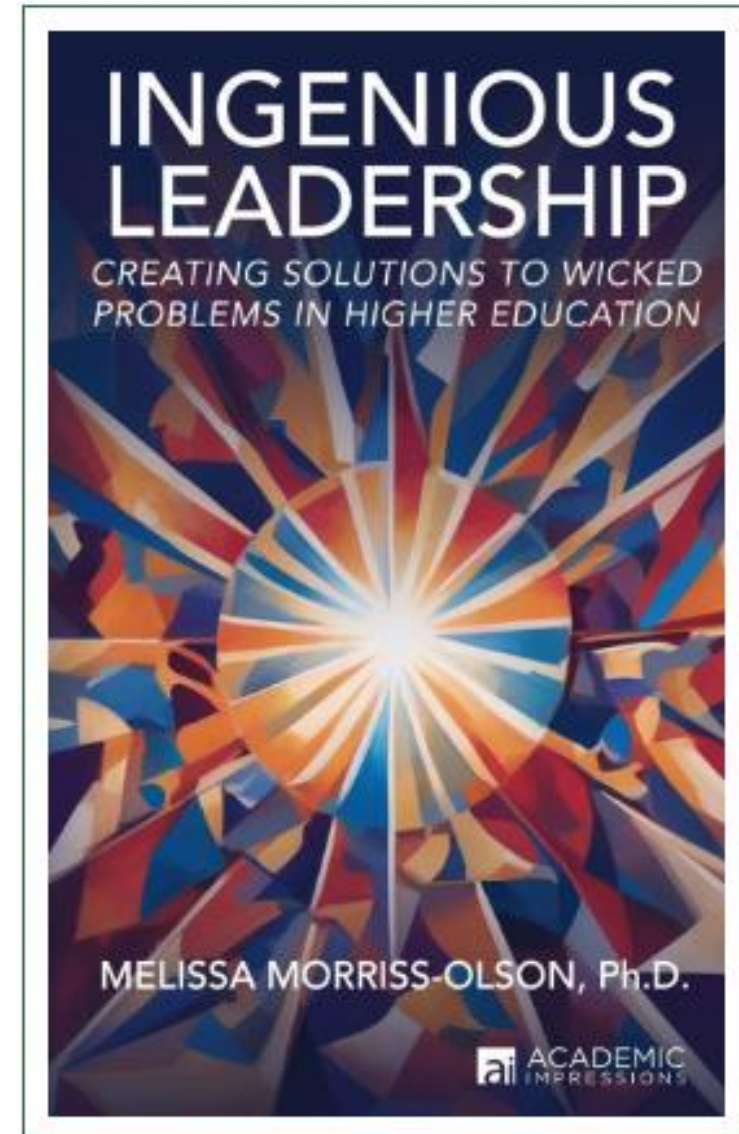
Student Demand

Employment: Current Indicators

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Closing Remarks

Ingenious Leadership is available now.



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Closing Remarks

Summary

- In November, Google searches for academic programs rose 35% year-over-year.
 - Economics/Econometrics grew by 331,750 searches.
 - Average cost-per-click rose 16%.
- New student enrollment in bachelor's programs is flat year-over-year.
 - Graduate enrollment is up 3%.
- In 2023–24, Registered Nursing and Business Analytics had the highest new enrollment growth YoY.
- In November, international page views were up 10% year-over-year.
 - Bangladesh had the highest volume of all origin countries.
- Job posting growth is slowing but still rose 9% year-over-year.
- There is a fast-growing demand for AI skills.

Upcoming webinars

Community College Demand Trends

JAN 22, 2025
2 PM EST

5 Emerging Programs



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

Bachelor & Above Demand Trends

JAN 23, 2025
2 PM EST

