



2024 eLearning Index SM

Report on National Student Demand for Degrees



**EDUCATION
DYNAMICS**

Introduction

Amidst a challenging higher education landscape, colleges and universities can still find opportunities for expansion and growth. Systemic issues, like challenges with the Simplified FAFSA rollout, and general uncertainty among potential students about the value of a degree are changing the tide of higher education. However, with the right information and strategic approach, institutions can chart a course to long-term success. The **eLearning Index** report serves as a critical tool for institutions to make long-term strategic decisions that will guide them through this demanding environment.

The March 2024 update from National Student Clearinghouse reported a small increase in year-over-year enrollment for public and private 4-year institutions, with a larger increase in public 2-year schools.¹ Associate level enrollment showed a larger increase from spring 2023 to spring 2024. Bachelor programs saw around 2.5% growth in public non-profits², which has helped with the attrition seen over the past four years.

In addition, undergraduate and graduate certificate programs experienced positive growth — 10% YoY among public non-profits at both levels. This indicates that certificate programs are fitting the needs of many students and should be considered across program levels.

Despite these encouraging signs, the **enrollment cliff of 2025** is still looming.³ With this in mind, building and promoting programs that are most likely to succeed will be critical to a school's ongoing health. Areas of study with a high likelihood of success possess all the following characteristics:

- / Have high levels of completion
- / Show high levels of completion growth over the past several years
- / Lead students to future high employment growth areas
- / Allow students to increase future earning potential
- / Have the potential to be augmented with certificates

EducationDynamics developed the **eLearning Index** to help schools identify emerging programs that have the characteristics for long-term success. We analyzed completion data across degree levels and certificates to identify top programs. Then we measured those programs against areas of focus that would prepare learners to enter high-demand employment fields. Finally, we compared these results against the previous five years of data to identify emerging trends and potential new areas of growth. The result is the **2024 eLearning Index Report** and accompanying **eLearning Index Web App**. Together, these two resources give institutions a unique insight into national student demand and related job outcomes.

1 <https://nscresearchcenter.org/undergraduate-degree-earners/>

2 <https://nscresearchcenter.org/current-term-enrollment-estimates/>

3 <https://www.educationdynamics.com/enrollment-cliff-2025/>



Methodology

EducationDynamics first gathered NCES completions data from 2022 and 2018 to measure both the most recent available data from 2022, as well as growth (or decline) in completions during that period. Using these data, we then index scored each subject field at each level. This was done by measuring the 2022 completions against the average number of completions at each level to build a completion index score. Our data analysts then compared the percent change for each subject against the average at each level. This provided a percent change index score. Scores that measured 1.09 or higher for each index were considered higher than average scores. All programs (subjects at each level) that had higher than average 2022 completions and higher than average 2018-2022 growth were then measured against each other – ranking them from top scores to lowest scores. This provided the ranking (with 1 being the optimal ranking). The two rankings – the completion index ranking score and the percent change ranking score – were averaged to build an average score, where again, the optimal score was 1. The following report lists the top ten subject fields at each level based on this average ranking score. The “average score” was determined by ranking the completion index and the percent change index. The two rankings (1-10 for each index) were then added together to create a total score. This total score was divided by the number of indexes utilized (two) to create an average score. The following graphs are sorted in descending order based on greatest opportunity when considering both growth and volume indices (average overall score).



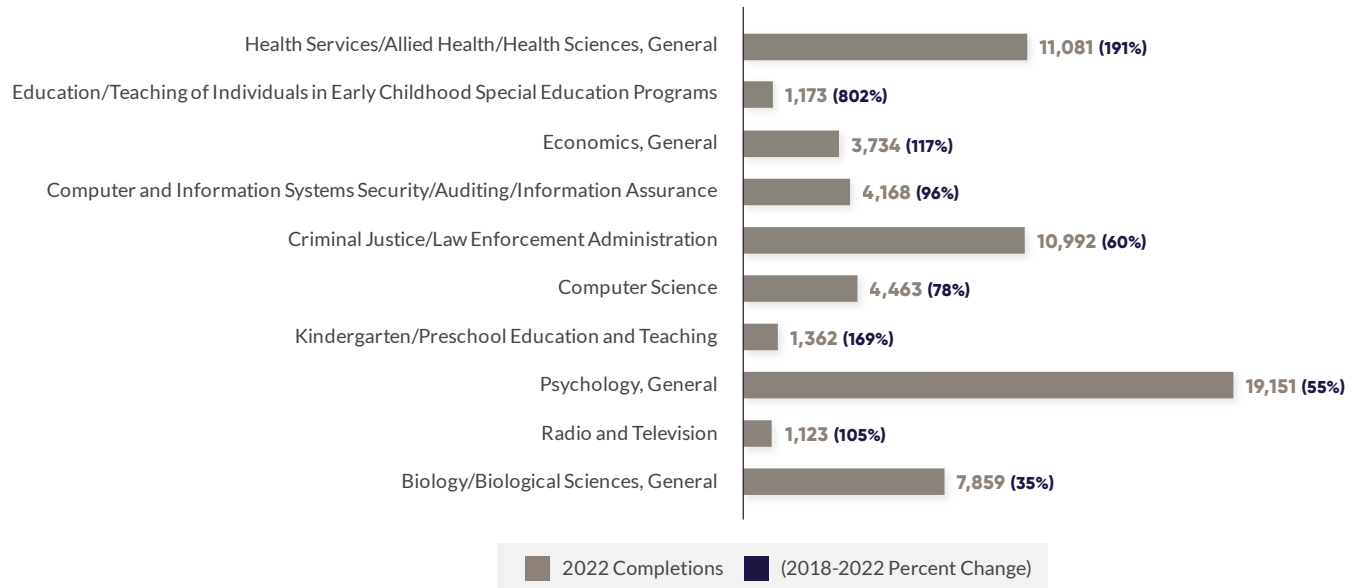


Associate Level

Among associate level programs that saw higher than average 2022 volume as well as 5-year percent change, science/health topics and education show strong opportunities for future development. **Health Services/Allied Health/Health Sciences** achieved the strongest eLearning Score.

Associate's Degree Level

Programs are organized in descending order based on eLearning Score. Programs with the highest opportunity are at the top of the graph.

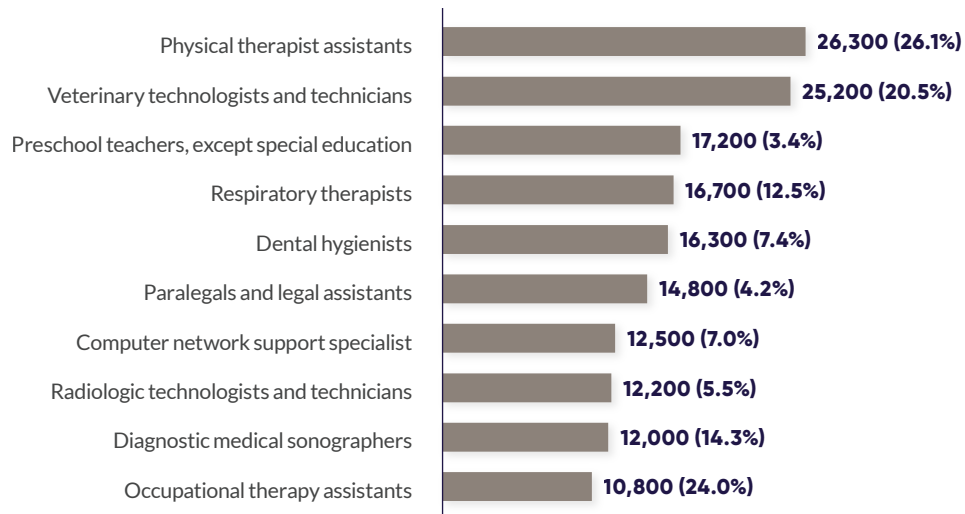


Top Program Details - Associate Degree

CIP CODE	DESCRIPTION	2018-2022 % CHANGE	2022 COMPLETION INDEX	2018-2022 % CHANGE INDEX	ELEARNING SCORE
51.0000	Health Services/Allied Health/Health Sciences, General	191%	11.74	12.85	1
13.8915	Education/Teaching of Individuals in Early Childhood Special Education Programs	802%	1.24	53.94	2
45.0401	Economics, General	117%	3.96	7.9	3
11.1300	Computer and Information Systems Security/Auditing/Information Assurance	96%	4.42	6.45	4
43.0101	Criminal Justice/Law Enforcement Administration	60%	11.65	4.07	5
11.0701	Computer Science	78%	4.73	5.23	6
13.1209	Kindergarten/Preschool Education and Teaching	169%	1.44	11.37	7
42.0101	Psychology, General	55%	20.3	3.69	7
90.0701	Radio and Television	105%	1.19	7.03	9
26.0101	Biology/Biological Sciences, General	35%	8.83	2.35	10

Occupations demanding an associate degree are anticipated to increase by 5.69%¹ over the coming decade. Physical therapist assistants and veterinary technologists are among the strongest candidates for future job growth.

Occupational Growth and Percent Change



Source: U.S. Bureau of Labor Statistics, Sorted by highest growth by volume 2022-2032



1 BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

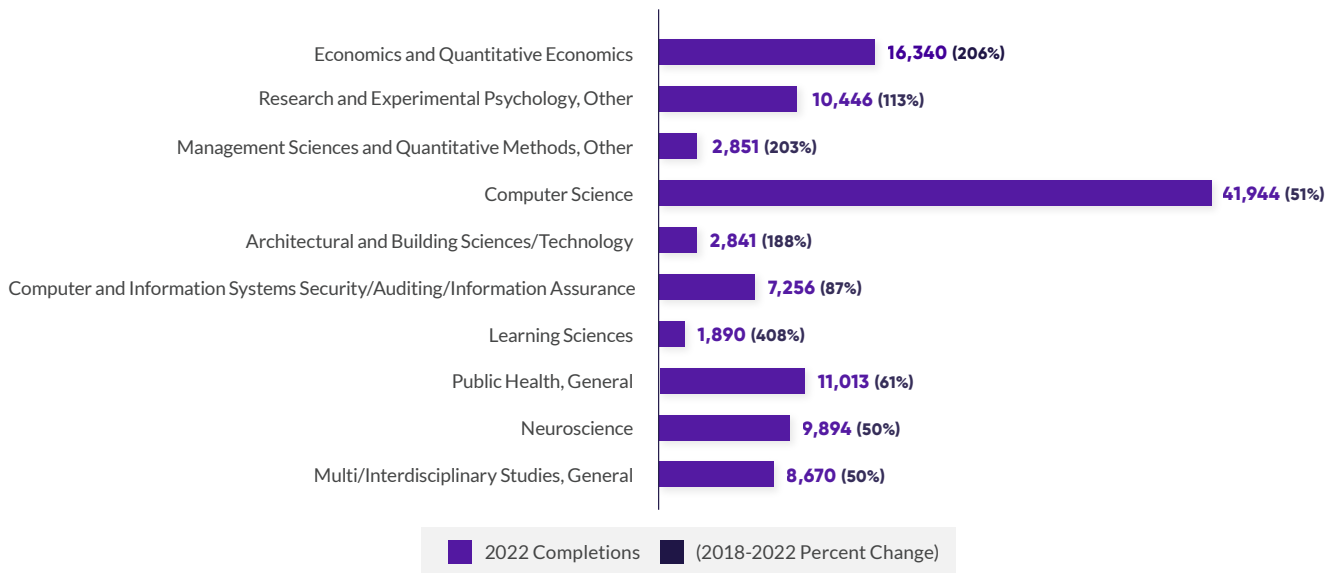


Bachelor's Level

Econometrics and Quantitative Economics and Research and Experimental Psychology, Other received the highest eLearning score at the bachelor's degree level. Among the top 10 scorers, the business and science subject fields delivered the strongest performance over the past year in terms of completions and five-year percent growth. Several programs have shown promising results in two consecutive years of review: **Multi-Interdisciplinary Studies, Management Sciences and Quantitative Methods; Research and Experimental Psychology, Other; Computer Science; and Econometrics and Quantitative Economics.**

Bachelor's Degree Level

Programs are organized in descending order based on eLearning Score. Programs with the highest opportunity are at the top of the graph.

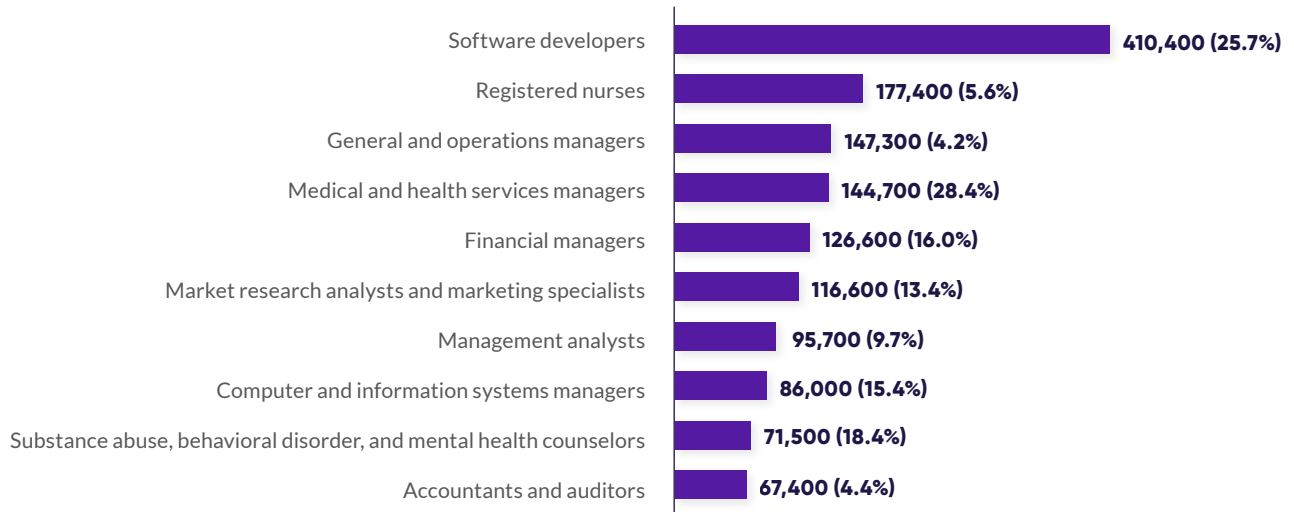


Top Program Details – Bachelor's Degree Level

CIP CODE	DESCRIPTION	2018-2022 % CHANGE	2022 COMPLETION INDEX	2018-2022 % CHANGE INDEX	ELEARNING SCORE
45.0603	Economics and Quantitative Economics	206%	9.71	14.84	1
42.2799	Research and Experimental Psychology, Other	113%	6.21	8.12	2
52.1399	Management Sciences and Quantitative Methods, Other	203%	1.69	14.59	3
11.0701	Computer Science	51%	24.94	3.68	4
4.0902	Architectural and Building Sciences/Technology	188%	1.67	13.54	5
11.1003	Computer and Information Systems Security/Auditing/Information Assurance	87%	4.31	6.24	5
13.0607	Learning Sciences	408%	1.12	29.37	7
51.2201	Public Health, General	61%	6.55	4.41	8
26.1501	Neuroscience	50%	5.88	3.62	9
38.0000	Multi/Interdisciplinary Studies, General	50%	5.15	3.63	11

Occupations requiring a bachelor's degree are anticipated to increase by 6.69%¹ over the next decade. Software developers are leading the way in job volume as well as job growth.

Occupational Growth and Percent Change



Source: U.S. Bureau of Labor Statistics, Sorted by highest growth by volume 2022-2032



1 BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

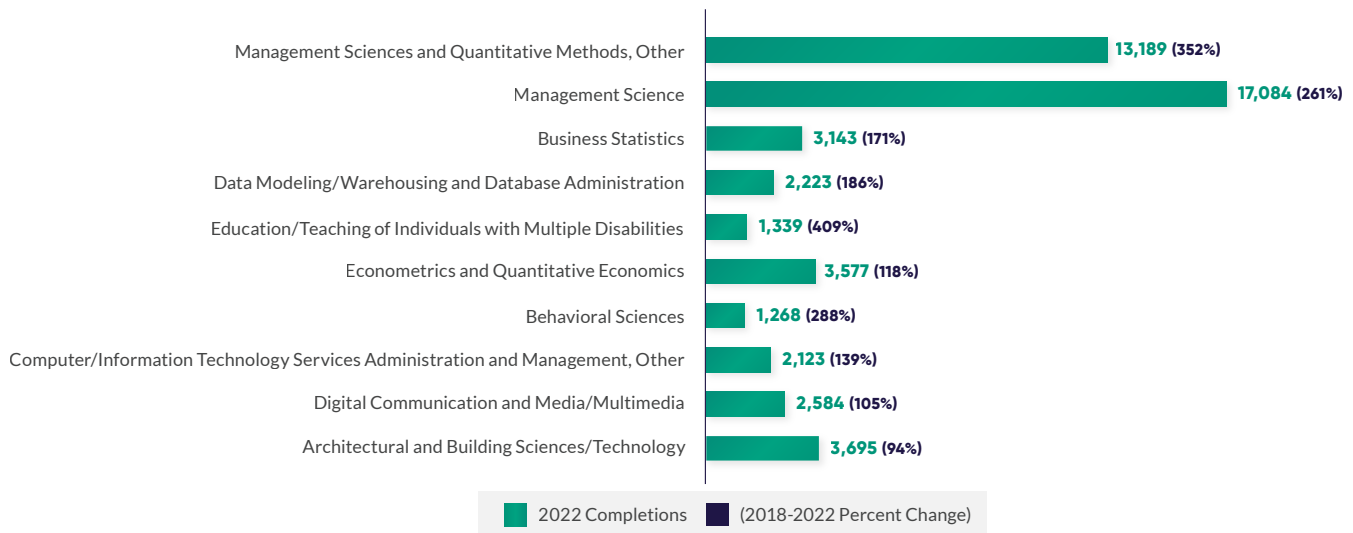


Master's Level

Education and business-related programs represent the top eLearning scorers when considering completions and five-year percent change. **Management Science** and **Behavioral Sciences** have also become notable performers at this level. **Management Sciences and Quantitative Methods, Other** tops the list and shows a continuation of the business-dominated master's space.

Master's Level

Programs are organized in descending order based on eLearning Score. Programs with the highest opportunity are at the top of the graph.

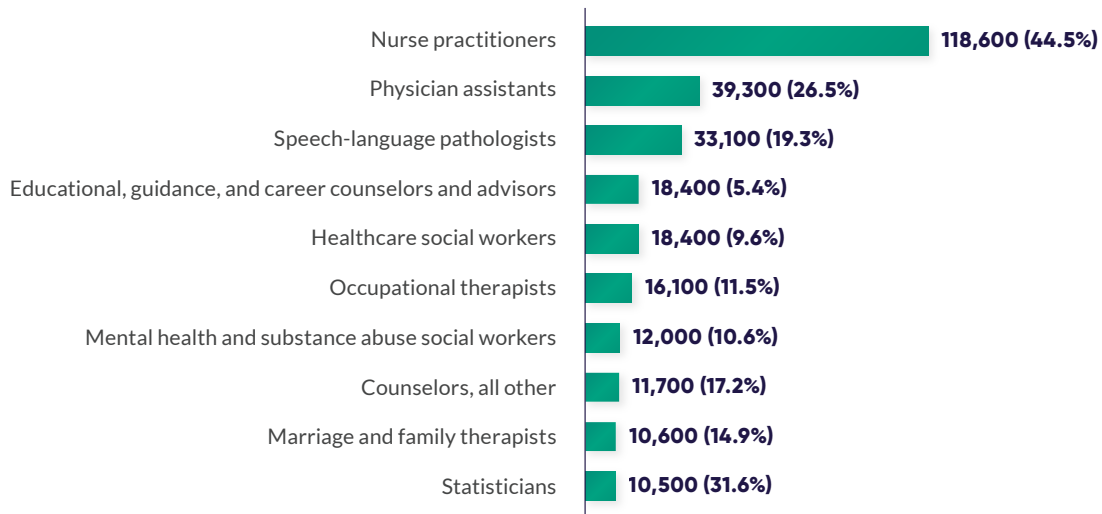


Top Program Details – Master's Degree Level

CIP CODE	DESCRIPTION	2018-2022 % CHANGE	2022 COMPLETION INDEX	2018-2022 % CHANGE INDEX	ELEARNING SCORE
52.1399	Management Sciences and Quantitative Methods, Other	352%	18.02	12.16	1
52.1301	Management Sciences	261%	23.34	9.02	2
52.1302	Business Statistics	171%	4.29	5.91	3
11.0802	Data Modeling, Warehousing and Database Administration	186%	3.04	6.42	4
13.1007	Education/Teaching of Individuals with Multiple Disabilities	409%	1.83	14.13	5
45.0603	Econometrics and Quantitative Economics	118%	4.89	4.08	6
30.1701	Behavioral Sciences	288%	1.73	9.94	7
11.1099	Computer/Information Technology Services Administration and Management, Other	139%	2.90	4.79	8
9.0702	Digital Communication and Media/Multimedia	105%	3.53	3.64	9
4.0902	Architectural and Building Sciences/Technology	94%	5.05	3.24	9

Occupations that demand a master's degree are anticipated to increase by 11.26%¹ over the upcoming decade. Healthcare occupations have a strong outlook for those with a master's degree.

Occupational Growth and Percent Change



Source: U.S. Bureau of Labor Statistics, Sorted by highest growth by volume 2022-2032



1 BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"



Doctoral Level

Health and science-related fields dominate the doctoral level for 2024. **Nurse Anesthetist, Nursing Practice,** and **Occupational Therapy/Therapist** continue to be strong programs at the doctoral level. New additions include **Business Administration, Management and Operations** as well as **Theology/Theological Studies**.

Doctoral Degree Level

Programs are organized in descending order based on eLearning Score. Programs with the highest opportunity are at the top of the graph.

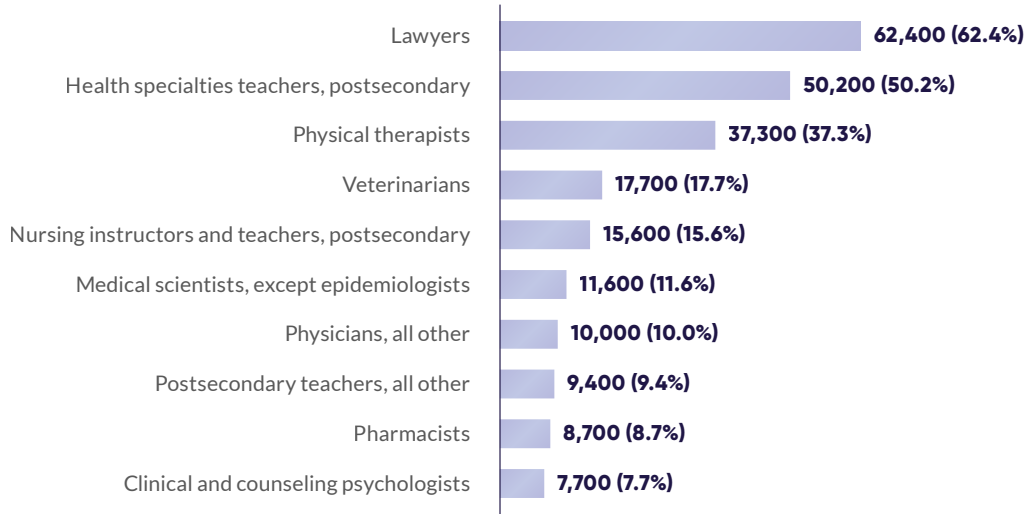


Top Program Details – Doctoral Level

CIP CODE	DESCRIPTION	2018-2022 % CHANGE	2022 COMPLETION INDEX	2018-2022 % CHANGE INDEX	ELEARNING SCORE
51.2306	Occupational Therapy/Therapist	223%	12.68	7.38	1
51.0912	Physician Assistants/Assistant	3275%	2.37	108.54	2
52.0299	Business Administration, Management and Operations, Other	669%	1.62	22.16	3
45.0603	Econometrics and Quantitative Economics	196%	4.81	6.49	4
52.0213	Organizational Leadership	172%	4.52	5.68	5
22.0201	Advanced Legal Research Studies, General	232%	1.19	7.68	6
51.3804	Nurse Anesthetist	119%	4.76	3.93	7
42.2799	Research and Experimental Psychology, Other	145%	2.08	4.81	8
51.3818	Nursing Practice	70%	30.90	2.32	10
39.0601	Theology/Theological Studies	85%	4.36	2.83	12

Occupations that demand a doctoral degree are anticipated to increase by 7%¹ over the upcoming decade. Similar to master’s degrees, the doctoral level is dominated by healthcare programs. Postsecondary teachers and lawyers are the two non-health related occupations with potential for the highest future growth at this level.

Occupational Growth and Percent Change



Source: U.S. Bureau of Labor Statistics, Sorted by highest growth by volume 2022-2032



1 BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

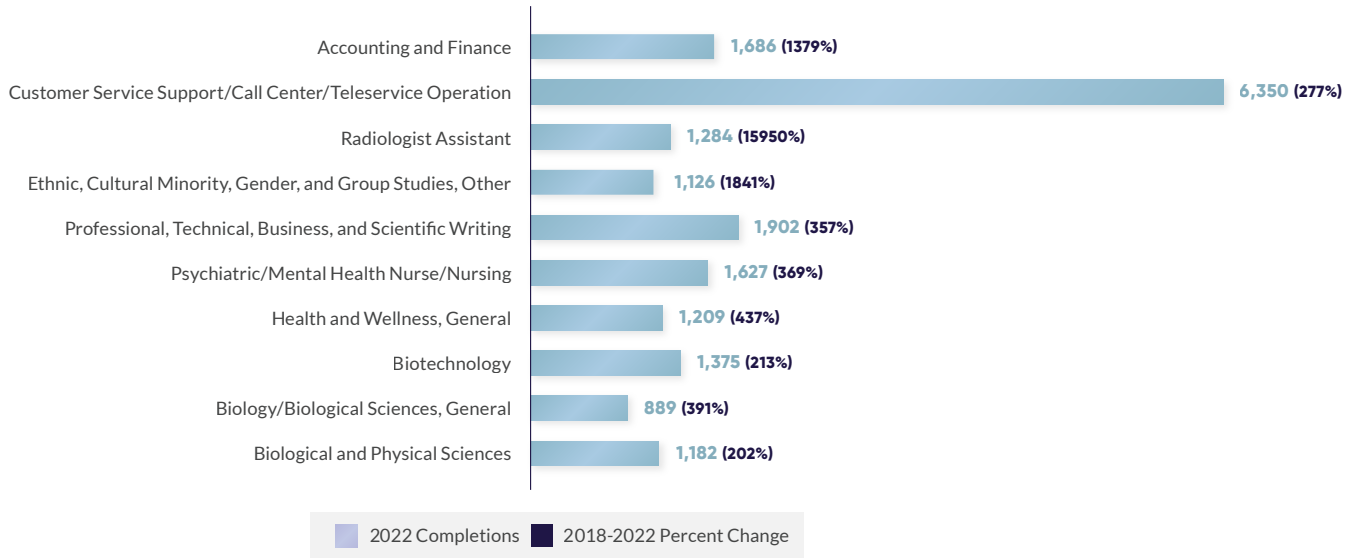


Certificate Level

In exploring where certificates are most likely to add value to both students and schools, we evaluated certificates regardless of degree level. Business and healthcare topics make up most of the top eLearning scores. Both **Radiologist Assistant** certificates and **Professional, Technical, Business, and Scientific Writing** certificates are new to the list and showing strong signs of interest.

Certificate Degree Level

Programs are organized in descending order based on eLearning Score. Programs with the highest opportunity are at the top of the graph.

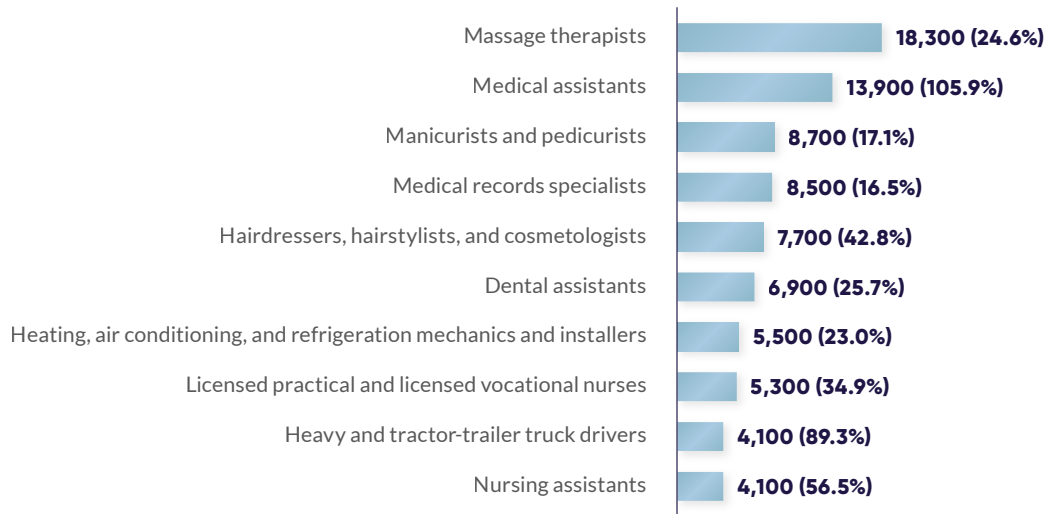


Top Program Details – Certificate Level

CIP CODE	DESCRIPTION	2018-2022 % CHANGE	2022 COMPLETION INDEX	2018-2022 % CHANGE INDEX	ELEARNING SCORE
52.0304	Accounting and Finance	1379%	2.17	11.36	1
52.0411	Customer Service Support/Call Center/Teleservice Operation	277%	8.17	2.28	2
51.0814	Radiologist Assistant	15950%	1.65	131.38	3
5.0299	Ethnic, Cultural Minority, Gender, and Group Studies, Other	1841%	1.45	15.17	4
23.1303	Professional, Technical, Business, and Scientific Writing	357%	2.45	2.94	5
51.381	Psychiatric/Mental Health Nurse/Nursing	369%	2.09	3.04	6
51.0001	Health and Wellness, General	437%	1.56	3.60	7
26.1201	Biotechnology	213%	1.77	1.76	10
26.0101	Biology/Biological Sciences, General	391%	1.14	3.22	11
30.0101	Biological and Physical Sciences	202%	1.52	1.66	13

Occupations that demand a Postsecondary non-degree certificate (independent of undergraduate or graduate level) are anticipated to increase by 5.48%¹ over the coming decade.

Occupational Growth and Percent Change



Source: U.S. Bureau of Labor Statistics, Sorted by highest growth by volume 2022-2032



1 BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

Conclusion and Recommendations

Healthcare and STEM fields continue to deliver strong growth in both completion rates and occupation expectations. Compared to non-STEM fields, which are expected to grow just 2.3%, STEM occupations are expected to grow 10.8% in the decade from 2022 to 2032.¹ The eLearning score reveals that **Computer and Information Systems Security/Auditing/Information Assurance** is a top program at the associate, bachelor's, and master's levels, while healthcare dominates doctoral level program performance. In short, STEM fields offer opportunities across all degree levels.

Overall, students continue to consider degrees from a value-based and career-focused perspective. They want to invest in programs that will benefit their careers and increase their income. The eLearning Index shows that institutions can achieve future success by focusing on programs that meet the needs of the modern workforce.

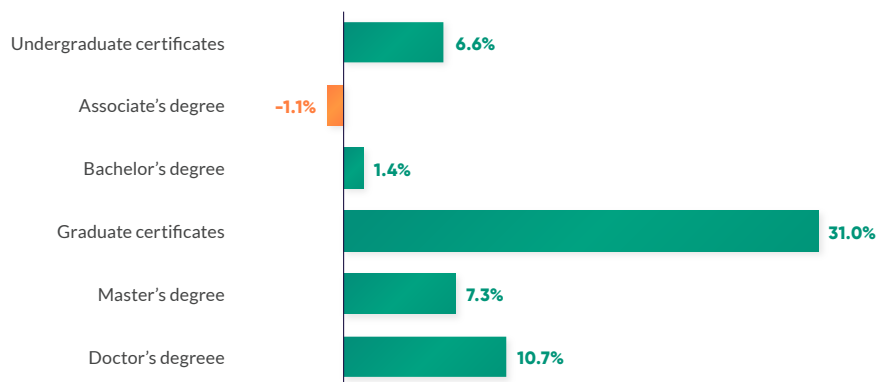
Master's degree occupation opportunities are expected to grow at the fastest rate over the next decade, an 11% increase. This is compared to doctoral occupations at 7%, bachelor's at 5.48%, associates at 5.6% and certificates at 5.48%.² Such growth extends a trend that has been visible over the last five years.

Since 2018, associate degrees are the only level to experience decline in completions – a small one at just over 1%. In contrast, graduate certificates have increased nearly 31% over the last five years.³ This may indicate that certifications deliver a desirable mix of value and opportunity for students. They can also be paired with a full degree to create more robust offerings.

As institutions prepare for the fast-approaching enrollment cliff, we encourage them to use the **eLearning index** to make informed decisions about the programs most suitable for development and growth. These programs are likely to encompass STEM fields, graduate certificates, and other programs that deliver employment opportunities to discerning students.

To supplement the **2024 eLearning Index Report**, we have developed an **eLearning Index Web App**. Higher education leaders can use the app to segment data for their region and level to gain a more accurate picture of the future of higher ed. Request web access from the experts at EducationDynamics.

% Difference between 2018 and 2022 Completions



¹ BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

² BLS Occupational Projections, 2022–32 (reported 9.6.23), "<https://data.bls.gov/projections/occupationProj>"

³ U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), 2018, 2022, completions. Retrieved from <https://nces.ed.gov/ipeds/datacenter/datafiles.aspx?sid=f551342e-77c9-4373-8907-7bb0c5dc9aa4&rtid=7> June 2024.

Ready to build future-ready programs to serve tomorrow's students?

Contact the experts at EducationDynamics to learn how we help schools grow enrollment with services and solutions from consideration to graduation.

[EducationDynamics.com](https://www.educationdynamics.com)

or email us at EDDY@educationdynamics.com

