Education*Dynamics*®

Education*Dynamics* eLearning Index

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Here to Help

Just a Snapshot
of some of the services we offer that help our partners evolve.

INBOUND MARKETING
Search Engine Optimization
Content Marketing
UX
Organic Social Media

AWARENESS MEDIA PLACEMENT
OTT
Television
Outdoor
Radio

OUTREACH
Email Marketing
SMS
Ringless Voicemail
Digital Media

PAID DIGITAL
Paid Search
Paid Social
Online Display
Digital Retargeting

ANALYTICS
GlassPanel
Testing
Benchmarking
Customized Reporting

STUDENT SUCCESS & RETENTION
Predictive Analysis
Non-Cognitive Assessments
Targeted Outreach
Student Engagement

STRATEGIC SUPPORT
Primary Research
Program Viability
Institutional Assessments
Consulting

ENROLLMENT MANAGEMENT
Qualification
Nurturing
Enrollment
Consulting

INQUIRY GENERATION
Consumer Portals
Clicks
Contact Center
Affiliate Management

CREATIVE
Persona Development
Video Production
Design
Copywriting

This presentation will
be recorded

We will email you a link
after the webinar

The recording will be sent
out same day/next morning

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Methodology

- This presentation contains select secondary research and analysis pertaining to the higher education industry, labor market statistics and key benchmarks as prepared by Education*Dynamics*.

- Neither Education*Dynamics* nor its respective partners make any representation that the information is complete or completely accurate as it relies on some self-reported data from third parties. Education*Dynamics* will not have any liability resulting from the use of this information contained herein or otherwise supplied.

- Much of the information presented today was sourced from the 2028 BLS long-term projections (to dissect by state and region) or IPEDS 2020 Completions. The indices are proprietary to Education*Dynamics*. *We plan to update the information as the newest data becomes available through IPEDS or ProjectionsCentral.org.*
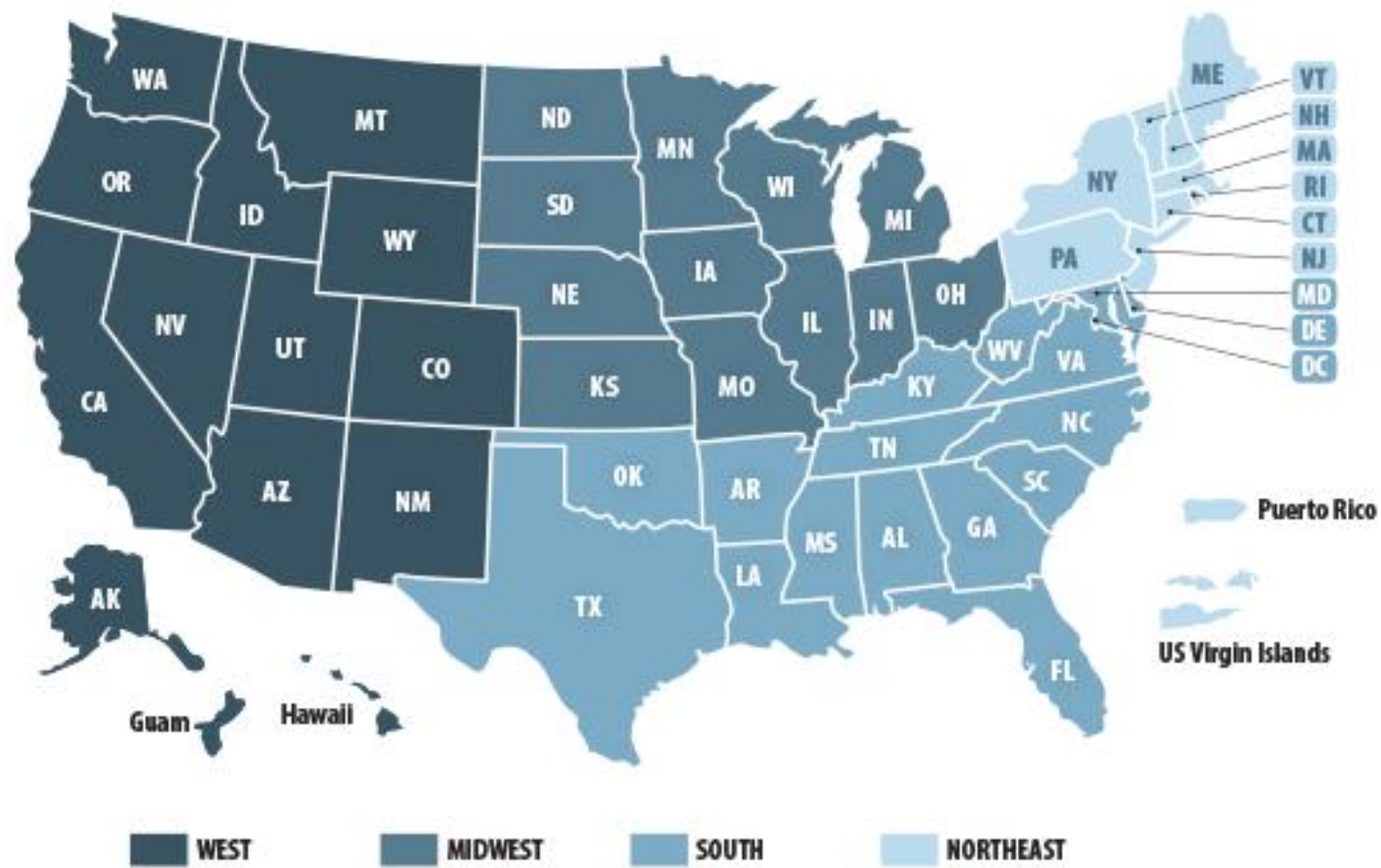
Methodology: Definition of Regions Aligned with BLS

WEST MIDWEST SOUTH NORTHEAST

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LABOR MARKET

Demand for workers has recovered, but the number of willing workers has not...yet?

175 million

People willing to work

The number of people who have or want a job has stagnated since May 2020

Total jobs and openings

But the demand for workers has returned to 99% of pre-pandemic levels

155

135

2018   2019   2020   2021

Seasonally adjusted

Source: BLS
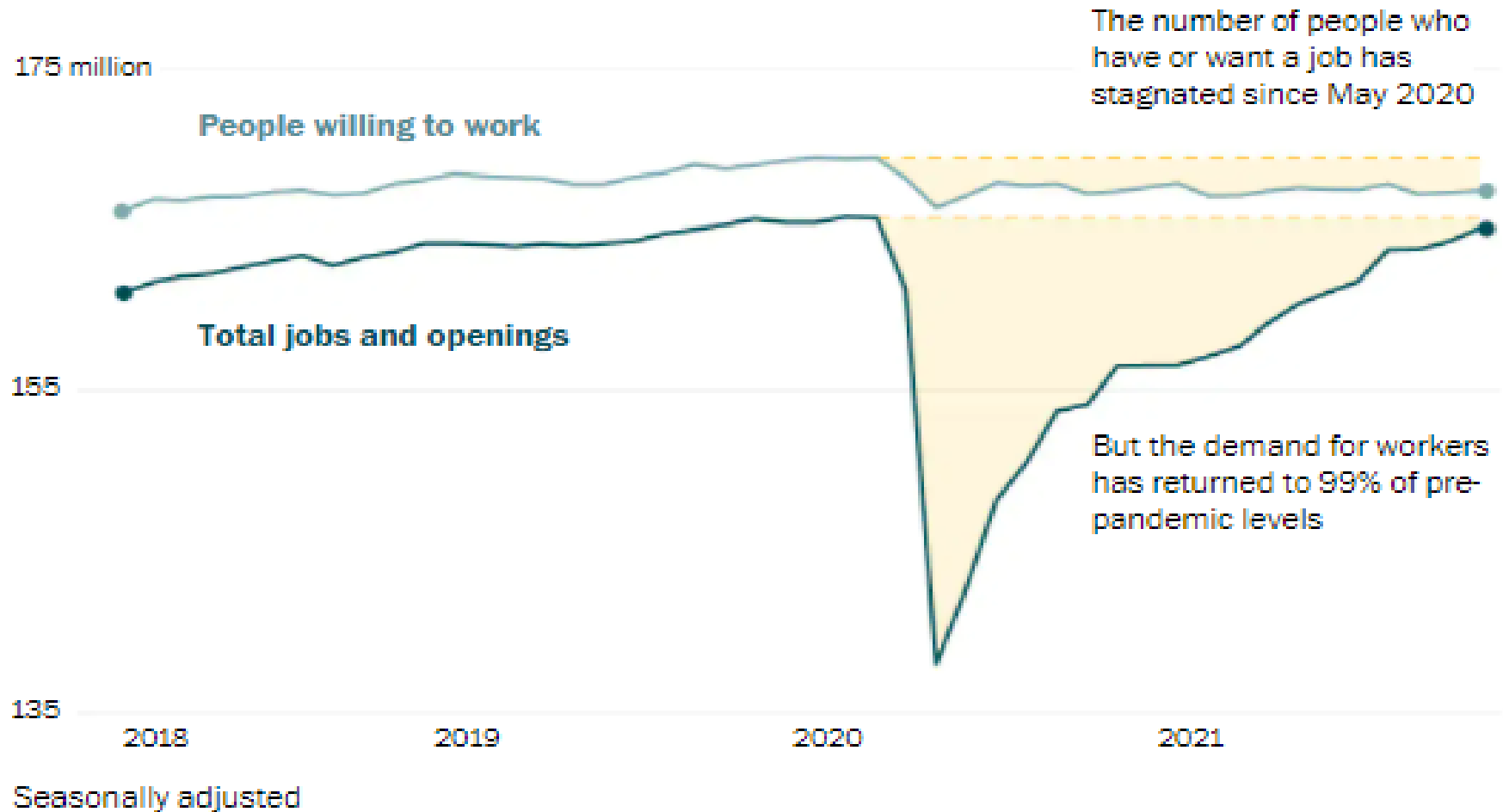
Why aren't Americans working?

Pandemic impact on employer
Closures, layoffs, furloughs and reduction in business

Retired — 38%

Other — 20%

Child care

Did not want to work

Had covid or cared for someone with covid

45%
40%
30%
25%
20%
12%
10%
9%
0

May 2020   January 2021   October 2021

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Source: Census
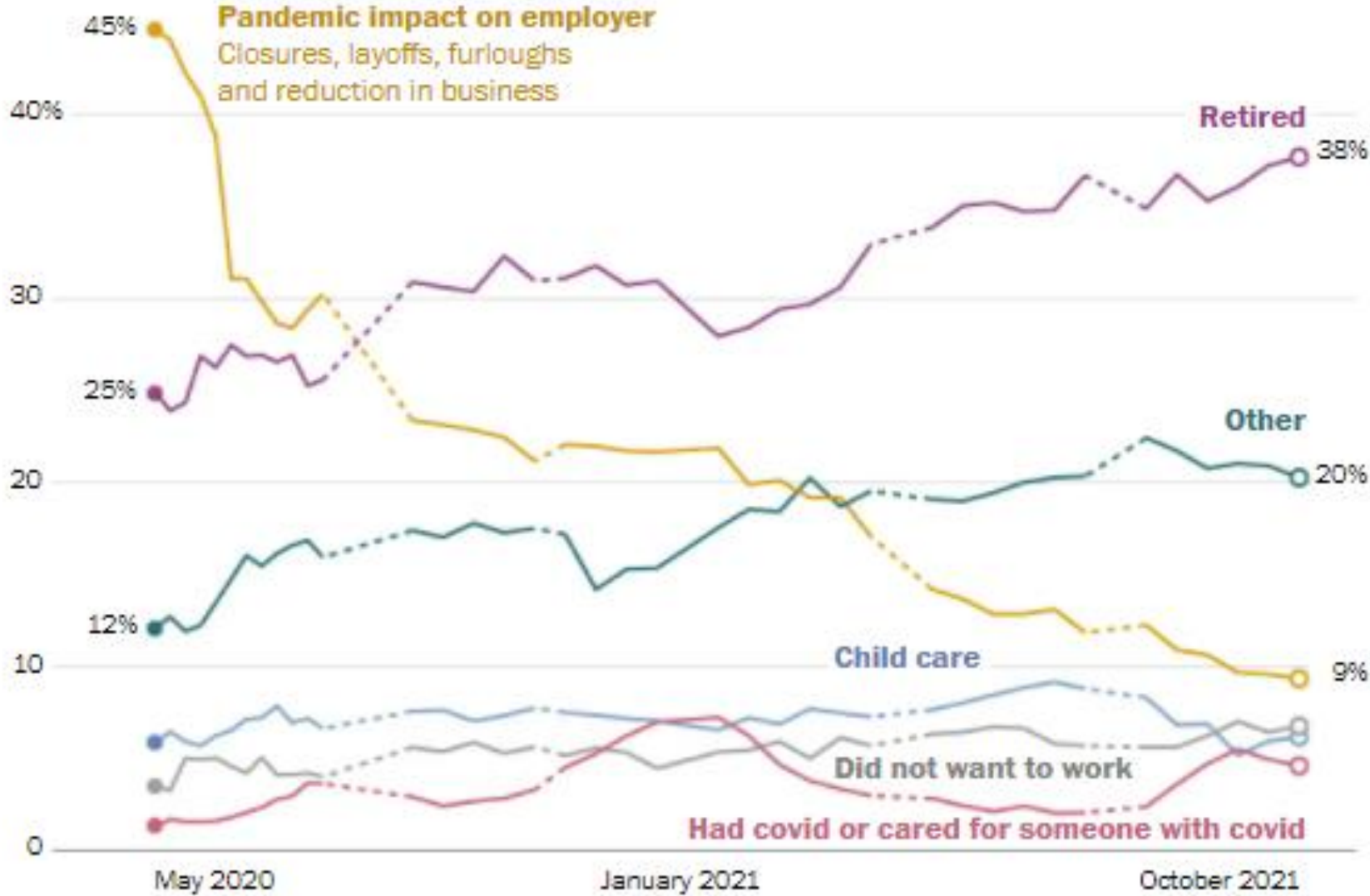
Where are we headed?

Growth of some occupations is dependent on recession recovery

■ Expected recovery from COVID-19 recession

Occupation	
Healthcare support	
Personal care and service	
Food preparation and serving related	
Computer and mathematical	
Arts, design, entertainment, sports, and media	
Community and social service	
Healthcare practitioners and technical	
Education instruction and library	
Management	
Transportation and material moving	
Legal	
Protective service	
Business and financial operations	
Life, physical, and social science	
Total, all occupations	
Building and grounds cleaning and maintenance	
Installation, maintenance, and repair	
Construction and extraction	
Architecture and engineering	
Farming, fishing, and forestry	
Production	
Sales and related	
Office and administrative support	

PRIVILEGED/

Source: BLS

ENROLLMENT ENVIROMENT

Fall Enrollments

	Fall 2019-2021	Fall 2021
Undergraduate Certificate	-8.2%	0.0%
Associate	-15.1%	-7.1%
Bachelor's	-3.2%	-1.9%
Graduate Certificate	4.6%	1.2%
Master's	5.8%	2.3%
First Professional	20.0%	1.8%
Doctoral	4.9%	2.0%

■ Fall 2019-2021   ■ Fall 2021

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Source: IPEDS
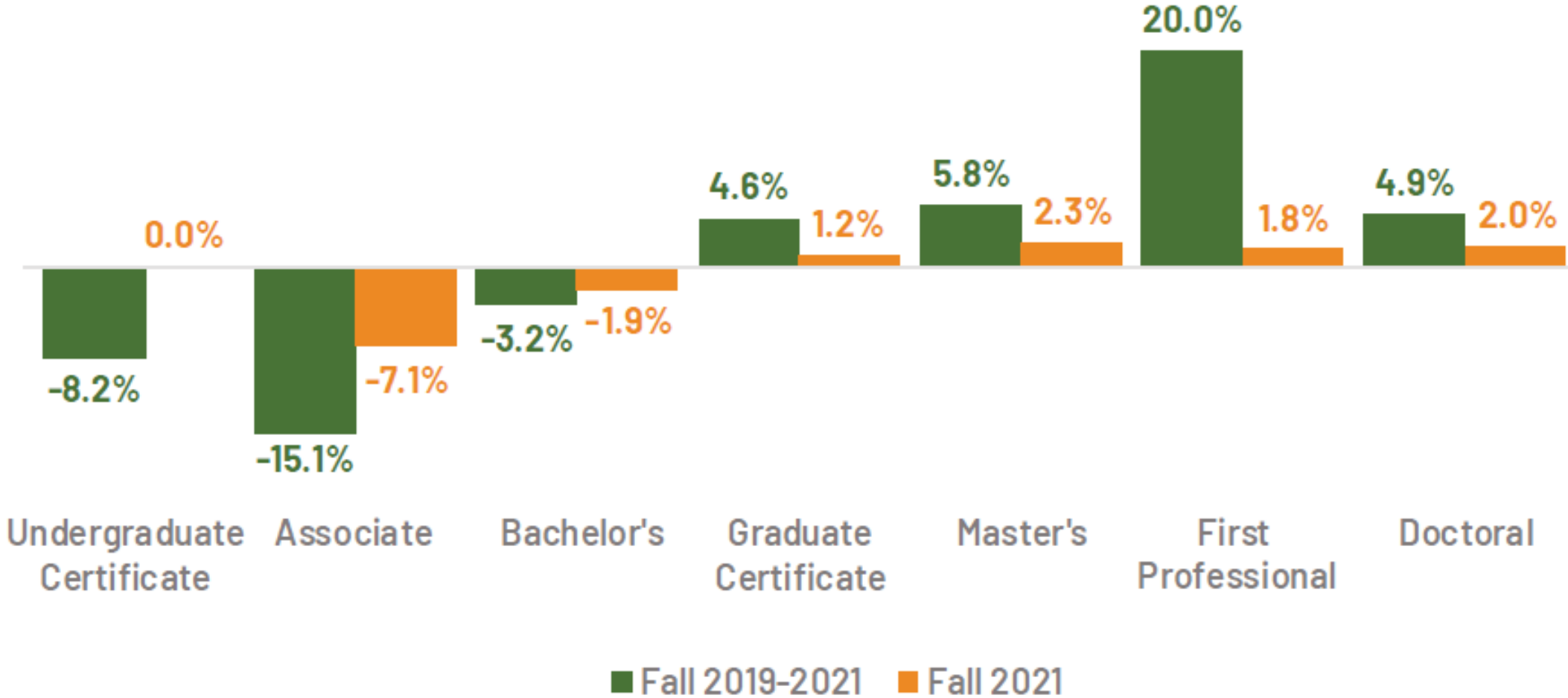
THE INDEX
& OVERALL FINDINGS

What are the indices?
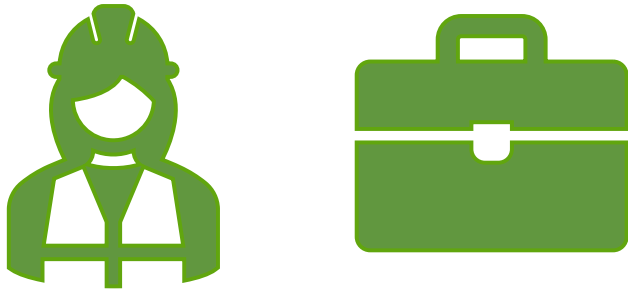
Labor Market INDEX

Student Demand INDEX

eLearning Index Insights

Rise of data analytics as a degree topic

Business topics (degree) falling from 2019–2020, though rise from 2016–2020 so need to stay tuned to see if 2019–2020 trend continues

- From 2019–2020, across all levels, business topics saw a drop of 5,485 completions.
- Still leader across all levels as a single 2-digit CIP code (534,935 completions)

Despite fall of business degree topics, there is a rise in business certificates

- From 2019–2020, rise of 2,274 completions
- From 2019–2020, rise of 2%
- From 2015–2020 rise of 25%
- Third largest rise from 2019–2020, 2,274 additional completions

Most STEM Topics are on the Rise

STEM Title	N Change 2019-2020	Percent Change 2019-2020	Percent Change 2016-2020
Computer and Information Sciences and Support Services	15,188	9%	42%
Biological and Biomedical Sciences	6,342	4%	17%
Mathematics and Statistics	2,032	4%	35%
Military Technologies and Applied Sciences	506	19%	90%
Science Technologies/Technicians	435	10%	50%
Construction Trades	273	5%	25%
Mechanic and Repair Technologies/Technicians	(1,874)	(9%)	(1%)
Engineering/Engineering-related Technologies/Technicians	(2,205)	(4%)	21%
Architecture and Related Services	(257)	(2%)	(7%)
Average across all degree topics	1,151	1%	6%
Source: NCES/Emsi			

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NORTHEAST REGION

Highest Indexing Occupations: Northeast Associate
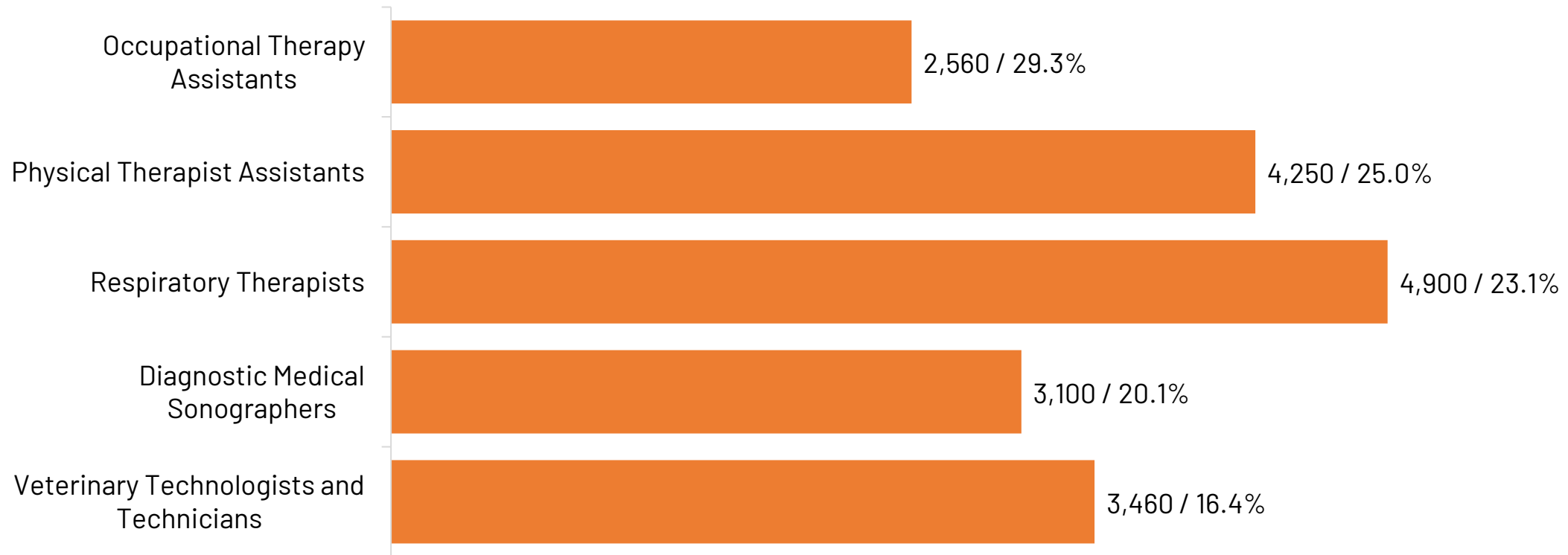
Occupation	Value
Occupational Therapy Assistants	2,560 / 29.3%
Physical Therapist Assistants	4,250 / 25.0%
Respiratory Therapists	4,900 / 23.1%
Diagnostic Medical Sonographers	3,100 / 20.1%
Veterinary Technologists and Technicians	3,460 / 16.4%

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Source: BLS

eLearning Associate Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
11	Computer and Information Sciences and Support Services	5,663	13%

Source: IPEDS

Education*Dynamics*®

Highest Indexing Occupations: Northeast Bachelor's
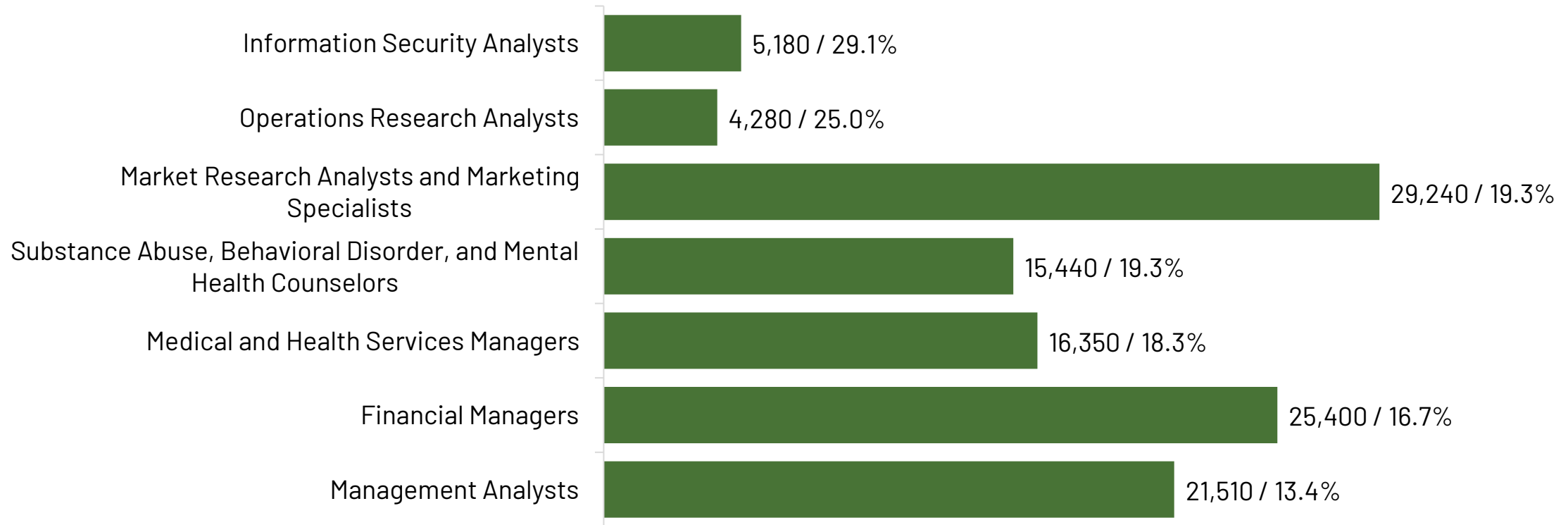
Occupation	Value
Information Security Analysts	5,180 / 29.1%
Operations Research Analysts	4,280 / 25.0%
Market Research Analysts and Marketing Specialists	29,240 / 19.3%
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	15,440 / 19.3%
Medical and Health Services Managers	16,350 / 18.3%
Financial Managers	25,400 / 16.7%
Management Analysts	21,510 / 13.4%

Source: BLS

eLearning Bachelor's Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
11	Computer and Information Sciences and Support Services	23,729	70%
14	Engineering	25,017	12%
51	Health Professions and Related Programs	45,995	8%
26	Biological and Biomedical Sciences	26,783	7%
52	Business, Management, Marketing, and Related Support Services	81,608	5%
43	Homeland Security, Law Enforcement, Firefighting and Related Protective Services	13,476	4%
45	Social Sciences	38,730	3%

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Source: IPEDS

Highest Indexing Occupations: Northeast Master's
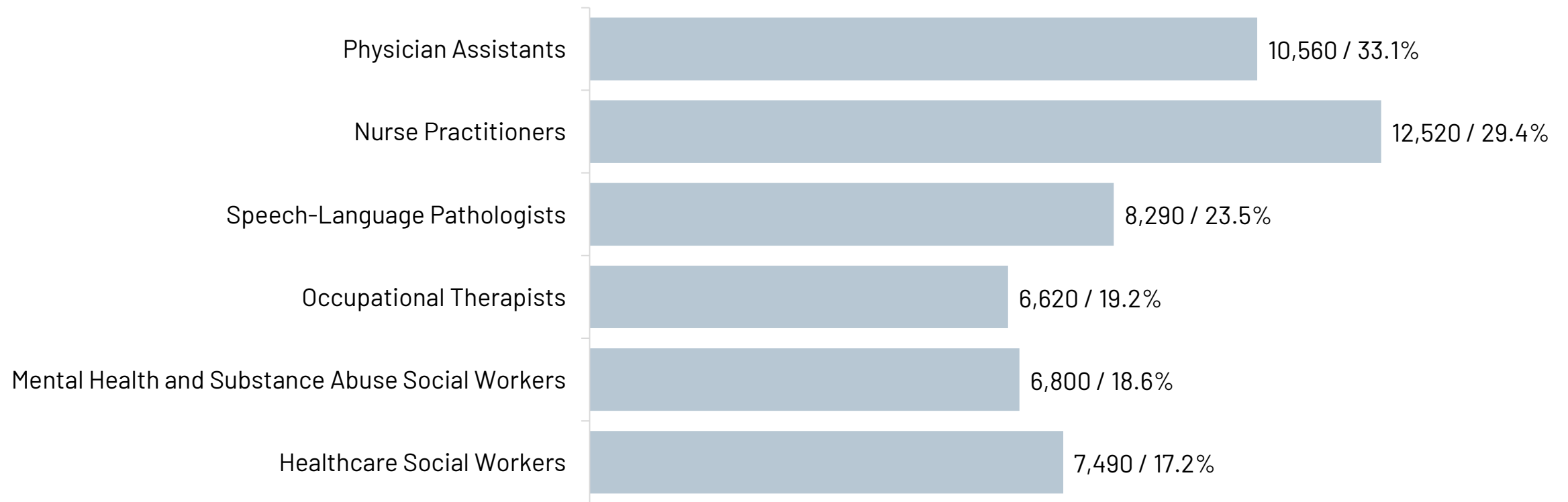
Occupation	Value
Physician Assistants	10,560 / 33.1%
Nurse Practitioners	12,520 / 29.4%
Speech-Language Pathologists	8,290 / 23.5%
Occupational Therapists	6,620 / 19.2%
Mental Health and Substance Abuse Social Workers	6,800 / 18.6%
Healthcare Social Workers	7,490 / 17.2%

Source: BLS

eLearning Master's Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
11	Computer and Information Sciences and Support Services	13,920	33%
26	Biological and Biomedical Sciences	5,003	26%
51	Health Professions and Related Programs	28,063	15%

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Source: IPEDS

Highest Indexing Occupations: Northeast
Doctoral
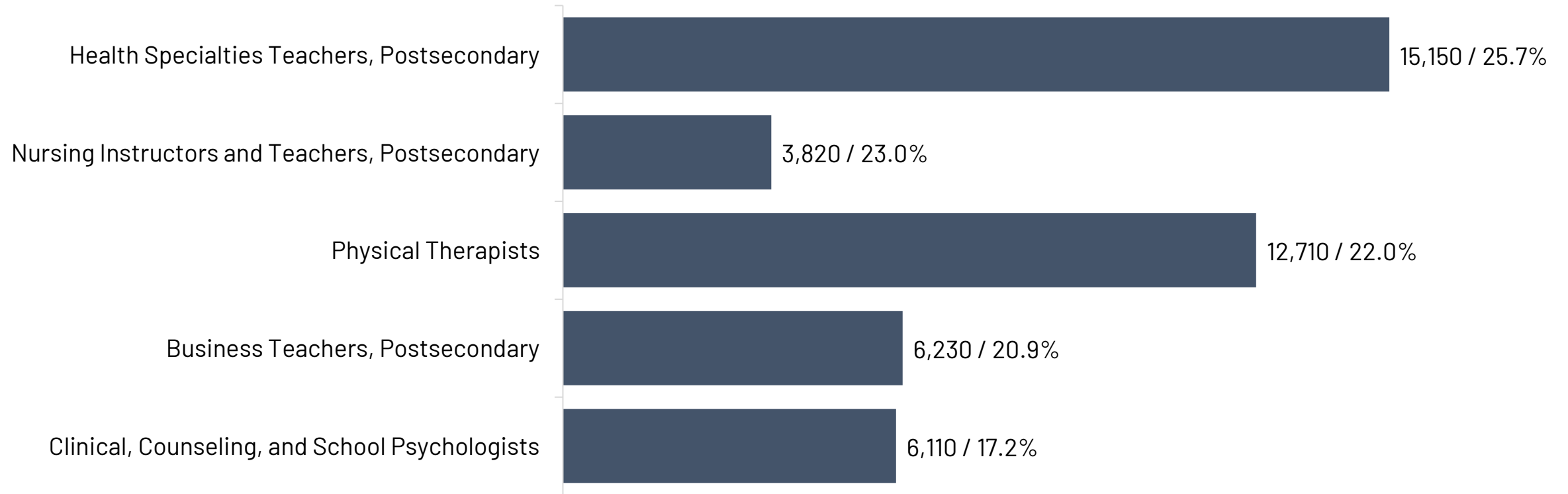
Health Specialties Teachers, Postsecondary — 15,150 / 25.7%

Nursing Instructors and Teachers, Postsecondary — 3,820 / 23.0%

Physical Therapists — 12,710 / 22.0%

Business Teachers, Postsecondary — 6,230 / 20.9%

Clinical, Counseling, and School Psychologists — 6,110 / 17.2%

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Source: BLS

eLearning Doctoral Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
51	Health Professions and Related Programs	18,758	9%
13	Education	2,098	22%

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Source: IPEDS

MIDWEST REGION

Highest Indexing Occupations: Midwest Associate
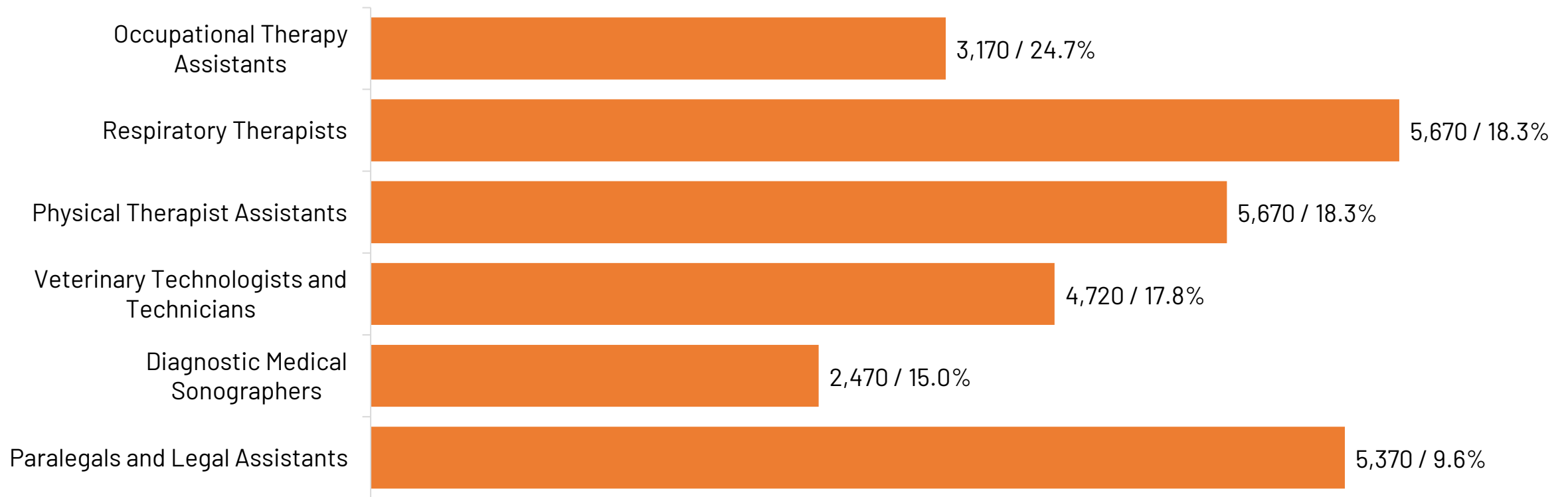
Occupation	Value
Occupational Therapy Assistants	3,170 / 24.7%
Respiratory Therapists	5,670 / 18.3%
Physical Therapist Assistants	5,670 / 18.3%
Veterinary Technologists and Technicians	4,720 / 17.8%
Diagnostic Medical Sonographers	2,470 / 15.0%
Paralegals and Legal Assistants	5,370 / 9.6%

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Source: BLS

eLearning Associate Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
45	Social Sciences	249	37%
41	Science Technologies/Technicians	413	24%
42	Psychology	528	2%
04	Architecture and Related Services	69	19%
14	Engineering	1,087	19%
49	Transportation and Materials Moving	208	16%

Source: IPEDS

Highest Indexing Occupations: Midwest Bachelor's

Occupation	Value
Information Security Analysts	5,700 / 28.3%
Operations Research Analysts	4,800 / 22.9%
Substance Abuse, Behavioral Disorder, and Mental...	11,330 / 18.4%
Market Research Analysts and Marketing...	25,150 / 17.9%
Financial Managers	20,330 / 15.0%
Medical and Health Services Managers	11,170 / 12.5%
Management Analysts	19,570 / 12.0%
Registered Nurses	86,600 / 11.6%
Social and Community Service Managers	3,470 / 9.9%
Industrial Engineers	9,880 / 9.8%
Coaches and Scouts	6,240 / 8.6%
Computer and Information Systems Managers	6,270 / 8.0%
Loan Officers	5,950 / 7.7%
Personal Financial Advisors	4,220 / 7.5%

Source: BLS

eLearning Bachelor's Subject Areas

CIP Code	Description	2020 Completions	2016–2020 Percent Change
11	Computer and Information Sciences and Support Services	19,708	37%
14	Engineering	30,970	18%

Source: IPEDS

Highest Indexing Occupations: Midwest
Master's
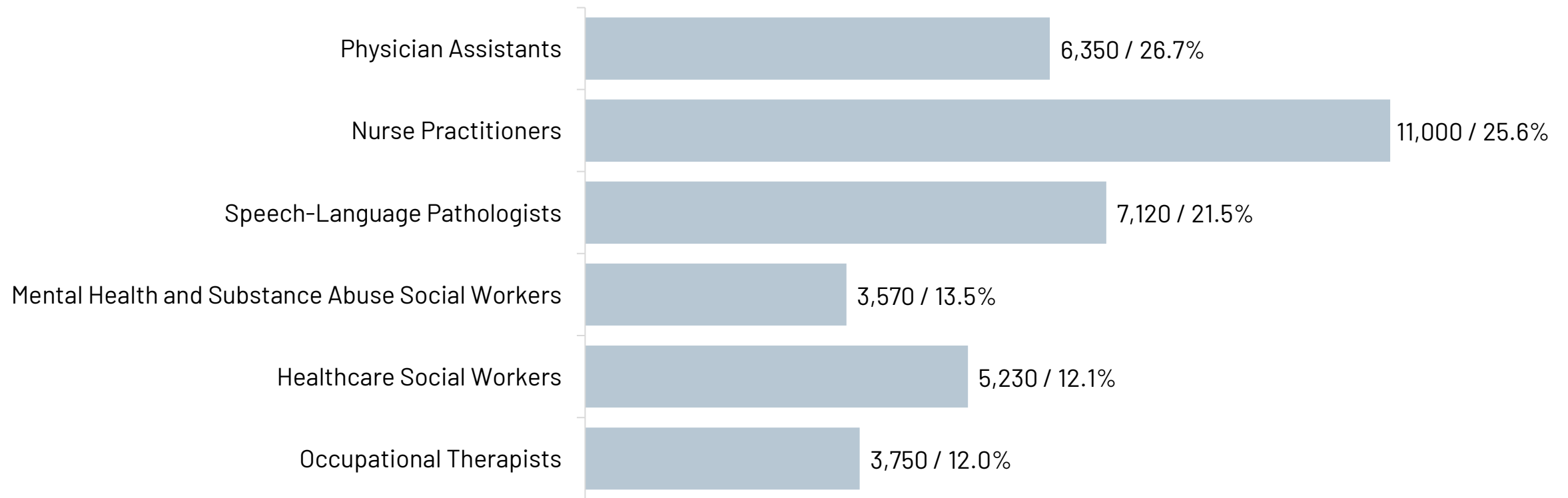
Occupation	Value
Physician Assistants	6,350 / 26.7%
Nurse Practitioners	11,000 / 25.6%
Speech-Language Pathologists	7,120 / 21.5%
Mental Health and Substance Abuse Social Workers	3,570 / 13.5%
Healthcare Social Workers	5,230 / 12.1%
Occupational Therapists	3,750 / 12.0%

Source: BLS

eLearning Master's Subject Areas

CIP Code	Description	2020 Completions	2016–2020 Percent Change
51	Health Professions and Related Programs	36,726	21%
44	Public Administration and Social Service Professions	11,458	17%

Highest Indexing Occupations: Midwest
Doctoral

Occupation	Value
Health Specialties Teachers, Postsecondary	7,370 / 16.5%
Nursing Instructors and Teachers, Postsecondary	2,240 / 16.3%
Veterinarians	3,260 / 16.3%
Physical Therapists	8,000 / 14.4%
Clinical, Counseling, and School Psychologists	3,680 / 11.9%
Business Teachers, Postsecondary	2,170 / 10.7%
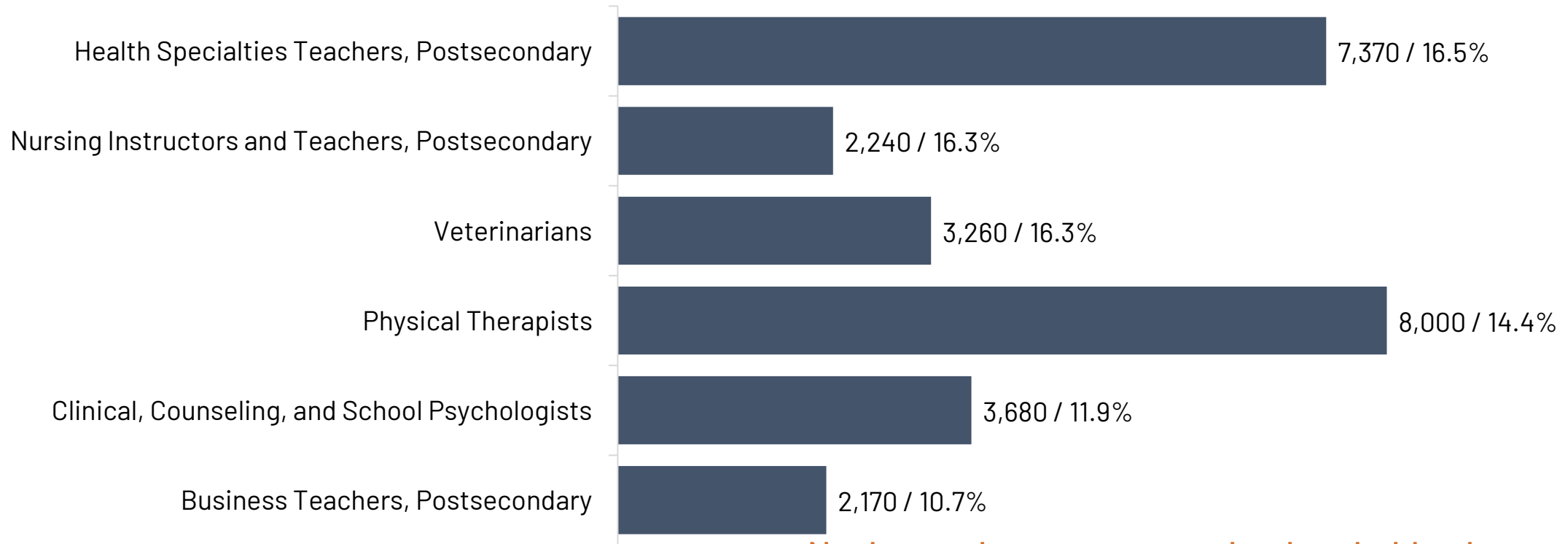
No doctoral programs met the threshold to be considered both above average for completions and percent change.

Source: BLS

SOUTH REGION

Highest Indexing Occupations: South Associate
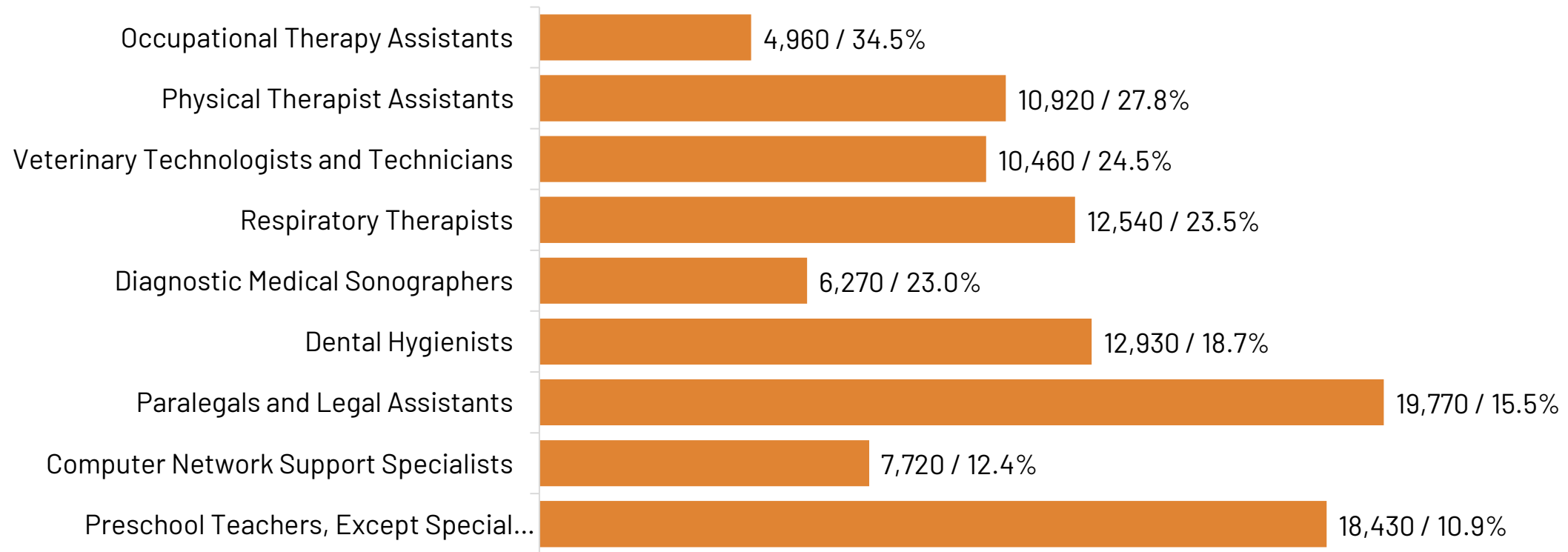
Occupation	Value
Occupational Therapy Assistants	4,960 / 34.5%
Physical Therapist Assistants	10,920 / 27.8%
Veterinary Technologists and Technicians	10,460 / 24.5%
Respiratory Therapists	12,540 / 23.5%
Diagnostic Medical Sonographers	6,270 / 23.0%
Dental Hygienists	12,930 / 18.7%
Paralegals and Legal Assistants	19,770 / 15.5%
Computer Network Support Specialists	7,720 / 12.4%
Preschool Teachers, Except Special...	18,430 / 10.9%

Source: BLS

eLearning Associate Subject Areas

CIP Code	Description	2020 Completions	2016–2020 Percent Change
24	Liberal Arts and Sciences, General Studies and Humanities	190,842	8%
11	Computer and Information Sciences and Support Services	12,269	5%

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Source: IPEDS

Highest Indexing Occupations: South Bachelor's

Occupation	Value
Information Security Analysts	18,480 / 39.8%
Operations Research Analysts	13,070 / 30.4%
Market Research Analysts and Marketing…	47,930 / 25.9%
Substance Abuse, Behavioral Disorder, and…	18,780 / 22.9%
Financial Managers	42,580 / 21.6%
Management Analysts	53,940…
Medical and Health Services Managers	22,720 / 18.6%
Coaches and Scouts	14,020 / 17.6%
Personal Financial Advisors	12,930 / 16.7%
Clinical Laboratory Technologists and Technicians	19,680 / 16.0%
Industrial Engineers	13,700 / 15.9%
Computer and Information Systems Managers	19,160 / 15.8%
Training and Development Specialists	16,610 / 14.9%
Registered Nurses	154,040 / 14.7%
Computer Systems Analysts	29,420 / 13.9%
Computer Occupations, All Other	13,800 / 13.7%
Accountants and Auditors	64,050 / 13.3%
Construction Managers	21,960 / 12.4%
Public Relations Specialists	10,160 / 11.7%
General and Operations Managers	96,650 / 11.6%
Sales Managers	12,420 / 10.9%
Network and Computer Systems Administrators	14,480 / 10.5%
Clergy	9,450 / 10.0%
Loan Officers	11,140 / 10.0%
Civil Engineers	11,070 / 9.9%
Human Resources Specialists	20,990 / 9.8%
Compliance Officers	11,120 / 9.8%

Source: BLS

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eLearning Bachelor's Subject Areas

CIP Code	Description	2020 Completions	2016–2020 Percent Change
11	Computer and Information Sciences and Support Services	32,690	48%
14	Engineering	43,191	25%

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Source: IPEDS

Highest Indexing Occupations: South
Master's
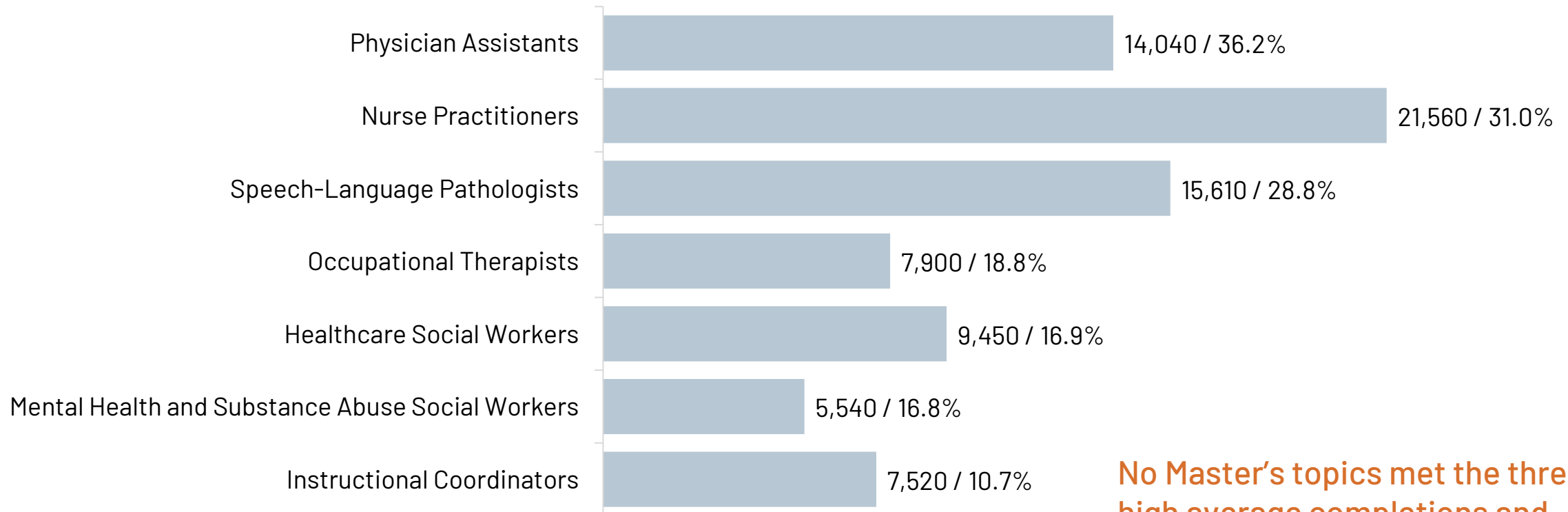
No Master's topics met the threshold for high average completions and percentage change

Occupation	Value
Physician Assistants	14,040 / 36.2%
Nurse Practitioners	21,560 / 31.0%
Speech-Language Pathologists	15,610 / 28.8%
Occupational Therapists	7,900 / 18.8%
Healthcare Social Workers	9,450 / 16.9%
Mental Health and Substance Abuse Social Workers	5,540 / 16.8%
Instructional Coordinators	7,520 / 10.7%

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Source: BLS

Highest Indexing Occupations: South
Doctoral
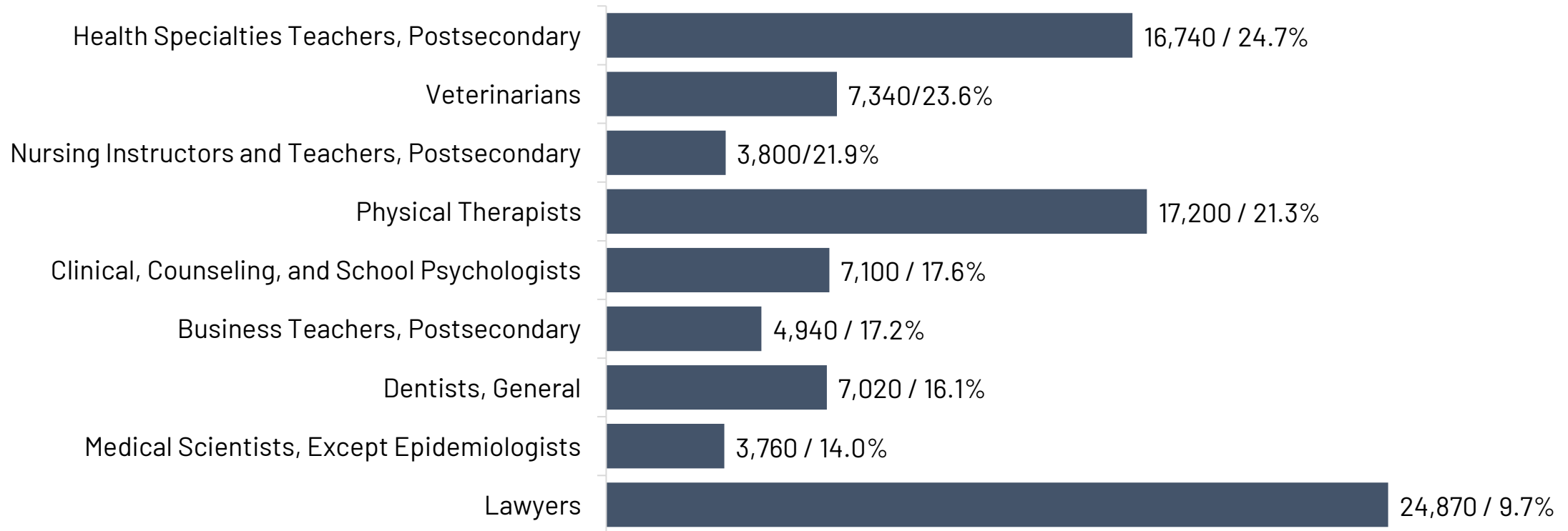
Occupation	Value
Health Specialties Teachers, Postsecondary	16,740 / 24.7%
Veterinarians	7,340/23.6%
Nursing Instructors and Teachers, Postsecondary	3,800/21.9%
Physical Therapists	17,200 / 21.3%
Clinical, Counseling, and School Psychologists	7,100 / 17.6%
Business Teachers, Postsecondary	4,940 / 17.2%
Dentists, General	7,020 / 16.1%
Medical Scientists, Except Epidemiologists	3,760 / 14.0%
Lawyers	24,870 / 9.7%

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Source: BLS

eLearning Doctoral Subject Areas

CIP Code	Description	2020 Completions	2016–2020 Percent Change
51	Health Professions and Related Programs	27,233	19%
13	Education	4,943	11%
14	Engineering	3,857	10%
01	Agricultural/Animal/Plant/ Veterinary Science And Related Fields	1,696	12%

Source: IPEDS

WEST REGION

Highest Indexing Occupations: West
Associate
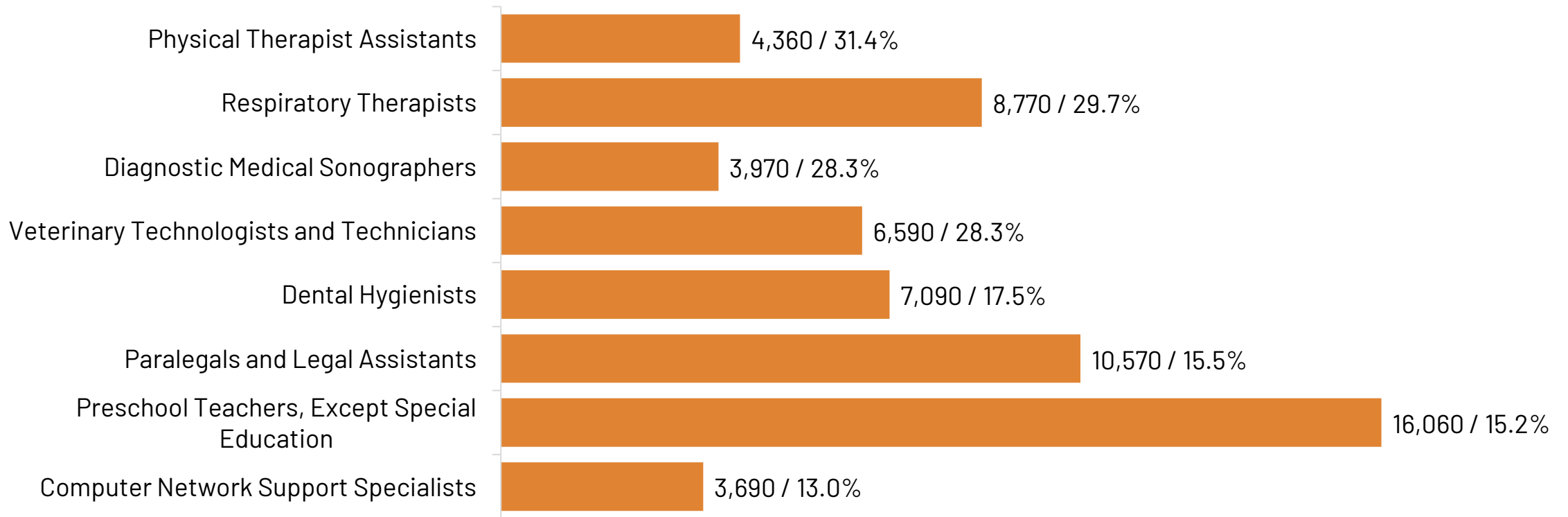
Physical Therapist Assistants — 4,360 / 31.4%

Respiratory Therapists — 8,770 / 29.7%

Diagnostic Medical Sonographers — 3,970 / 28.3%

Veterinary Technologists and Technicians — 6,590 / 28.3%

Dental Hygienists — 7,090 / 17.5%

Paralegals and Legal Assistants — 10,570 / 15.5%

Preschool Teachers, Except Special Education — 16,060 / 15.2%

Computer Network Support Specialists — 3,690 / 13.0%

Source: BLS

eLearning Associate Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
45	Psychology	12,591	65%
30	Social Sciences	22,047	50%
42	Multi/Interdisciplinary Studies	21,766	37%

Source: IPEDS

Highest Indexing Occupations: West Bachelor's

Occupation	Value
Market Research Analysts and Marketing Specialists	53,560 / 29.0%
Medical and Health Services Managers	18,930 / 24.2%
Substance Abuse, Behavioral Disorder, and Mental Health…	15,420 / 24.2%
Marketing Managers	18,550 / 23.4%
Financial Managers	34,240 / 21.5%
Clinical Laboratory Technologists and Technicians	11,810 / 20.6%
Computer Occupations, All Other	25,330 / 20.2%
Registered Nurses	114,670 / 19.0%
Computer and Information Systems Managers	24,650 / 19.0%
Training and Development Specialists	12,760 / 18.9%
Management Analysts	39,900 / 18.3%
Industrial Engineers	8,400 / 16.7%
Coaches and Scouts	12,110 / 16.0%
General and Operations Managers	72,890 / 13.6%
Human Resources Specialists	19,150 / 13.5%
Construction Managers	15,850 / 13.3%
Accountants and Auditors	37,730 / 12.0%
Computer Systems Analysts	11,240 / 11.5%
Loan Officers	8,190 / 11.0%
Compliance Officers	8,040 / 10.7%
Civil Engineers	9,800 / 10.0%
Sales Managers	12,670 / 9.9%

eLearning Bachelor's Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
11	Computer and Information Sciences and Support Services	24,678	53%
51	Health Professions and Related Programs	61,779	24%
14	Engineering	30,463	23%
13	Education	20,048	17%

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Source: IPEDS

Highest Indexing Occupations: West
Master's
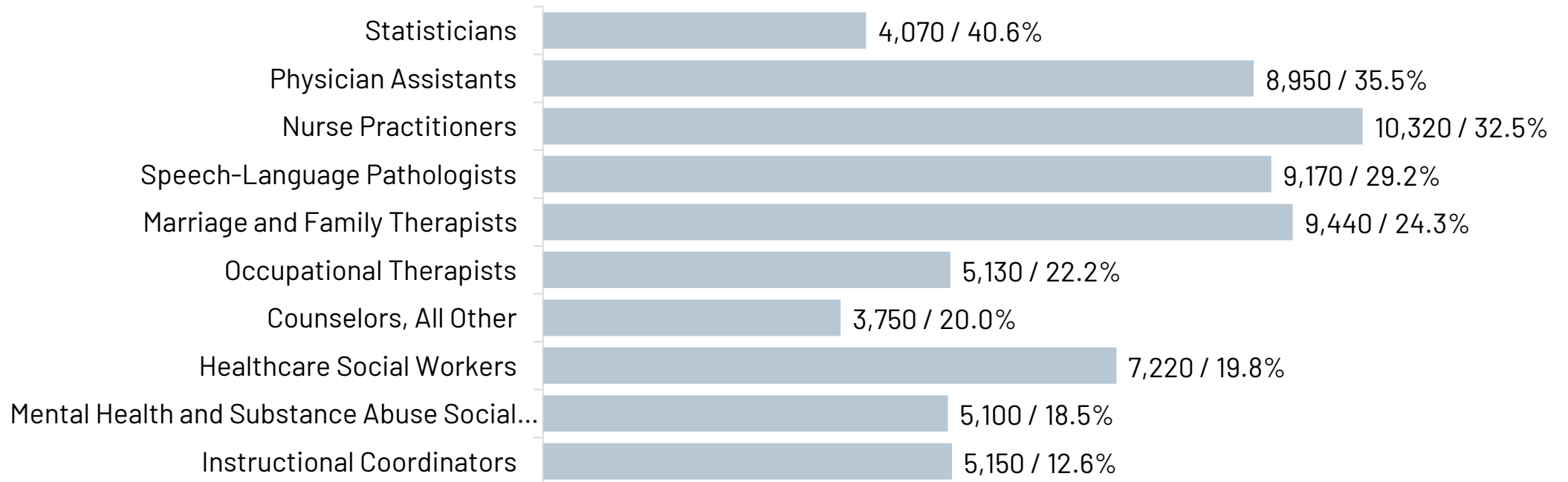
Occupation	Value
Statisticians	4,070 / 40.6%
Physician Assistants	8,950 / 35.5%
Nurse Practitioners	10,320 / 32.5%
Speech-Language Pathologists	9,170 / 29.2%
Marriage and Family Therapists	9,440 / 24.3%
Occupational Therapists	5,130 / 22.2%
Counselors, All Other	3,750 / 20.0%
Healthcare Social Workers	7,220 / 19.8%
Mental Health and Substance Abuse Social...	5,100 / 18.5%
Instructional Coordinators	5,150 / 12.6%

eLearning Master's Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
11	Computer and Information Sciences and Support Services	10,033	47%
51	Health Professions and Related Programs	27,246	30%
13	Education	38,711	9%
52	Business, Management, Marketing, and Related Support Services	41,455	7%
44	Public Administration and Social Service Professions	10,446	6%

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Source: IPEDS

Highest Indexing Occupations: West
Doctoral
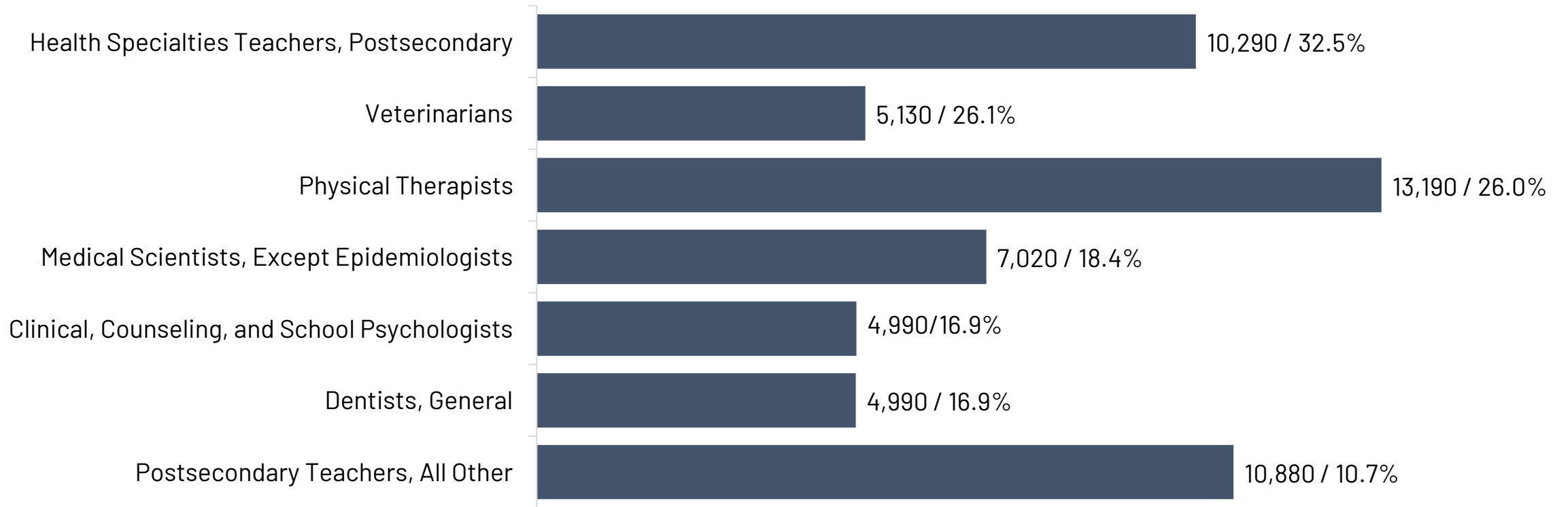
Occupation	Value
Health Specialties Teachers, Postsecondary	10,290 / 32.5%
Veterinarians	5,130 / 26.1%
Physical Therapists	13,190 / 26.0%
Medical Scientists, Except Epidemiologists	7,020 / 18.4%
Clinical, Counseling, and School Psychologists	4,990/16.9%
Dentists, General	4,990 / 16.9%
Postsecondary Teachers, All Other	10,880 / 10.7%

eLearning Doctoral Subject Areas

CIP Code	Description	2020 Completions	2016-2020 Percent Change
51	Health Professions and Related Programs	14,803	24%
13	Education	2,776	13%
14	Engineering	2,366	8%
40	Physical Sciences	1,552	6%

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Source: IPEDS

TAKEAWAYS

Continue to align programs with labor market needs

Strong candidates for future programs across multiple degree levels

| Analytics |
| Healthcare |
| Mental Health |
| Engineering |
| Education |

Drivers for Occupational Growth

Demand change

Stronger emphasis on mental health needs

Complexity of automation and digitization

Adoption of team-based healthcare provision models

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Overall Findings

ASSOCIATE

Healthcare
Veterinary Technology
Legal Studies
Early Childhood Education
Engineering

MASTER'S

Education
Counseling/Social Work/Mental Health
Occupational Therapy
Speech Language
Healthcare (PA, NPs)

BACHELOR'S

Analytics
Finance
Mental Health/Substance Abuse
Medical Mangers
Nursing
Network Security

DOCTORAL

Education
Physical Therapy
Veterinarians
Dental
Law

ACCESS THE DATA

2028 LONG-TERM OCCUPATIONAL PROJECTIONS

https://projectionscentral.org/

IPEDS DATA CENTER

https://nces.ed.gov/ipeds/datacenter/

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QUESTIONS?