The State of the Master’s Market

Council of Graduate Schools
61st Annual Meeting
Wiley Delivers **Education With Impact**
Through Global Support for:

- **500+** leading companies
- **1 million+** students
- **1,200** society partners
- **15 million+** researchers
- **210+ years** as a global education leader
About Wiley

Content, platforms, and services that have impact.

Driving the world forward with **Research and Education**

**Wiley Research**
Driving the *discovery, usage, and impact* of scholarly research

**Research Publishing and Platforms**
- Research publishing
- Researcher tools and services
- Content delivery platforms
- Corporate media services
- Digital content and data products

**Wiley Education**
Enabling powerful learning for personal and professional growth

**Academic and Professional Learning**
- Content and courseware
- Test preparation courses
- Prof. development books
- Prof. development programs
- Corporate e-learning services

**Education Services**
- University program services
- Certifications and short courses
- Employer education solutions

Researchers | Learners | Institutions | Corporations
Leveraging data from the U.S. Department of Education’s IPEDS\(^1\) database, Wiley uncovered emerging trends and fresh insights into the graduate education market.

\(^1\) Integrated Postsecondary Education Data System
Today's Presenter

David Capranos
Director of Market Strategy and Research

Wiley Education Services
edservices.wiley.com

@dcapranos
Fall 2020 – Fall 2021 Enrollment Trends

**Fall 2020 Enrollment Changes**

- Undergraduate: -4.5%
- Graduate: 2.7%

**Fall 2021 Enrollment Changes**

- Undergraduate: -3.5%
- Graduate: 2.1%

**5.8%**
Master’s-level enrollment growth last two years

*Source: National Student Clearinghouse*
### What’s Hot?

<table>
<thead>
<tr>
<th>Largest</th>
<th>Fastest-Growing¹</th>
<th>Highest Online Adoption²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration 104.1k</td>
<td>Business Statistics 57%</td>
<td>Project Management 79%</td>
</tr>
<tr>
<td>Accounting 17.6k</td>
<td>Management Science 42%</td>
<td>Organizational Leadership 72%</td>
</tr>
<tr>
<td>Management Science 12.0k</td>
<td>Organizational Leadership 13%</td>
<td>Business Administration 61%</td>
</tr>
<tr>
<td>Business / Commerce 8.8k</td>
<td>Sales and Marketing 13%</td>
<td>HR Management 54%</td>
</tr>
<tr>
<td>Organizational Leadership 6.4k</td>
<td>Supply Chain Management 6%</td>
<td>Management Info. Systems 54%</td>
</tr>
</tbody>
</table>

#### Graduates, 2004-2020

- **201.5k** Grads, 2020
- **1%** Avg yearly grad growth, 16-20
- **4.4k** Programs
- **1.3k** Schools
- **160** Avg grads per school

#### Key Points

- MBA suite life
- The rise of data-specific business masters
- STEM designation

---

² Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.
Business

**Finance and Financial Mathematics**
Graduate Trends, 2012-2020

**Labor Forecast**
- Management occupations forecast to grow by 907k from 2020-30
- Almost all growth will be returning to pre-pandemic levels of employment
Health
What’s Hot?

**Largest**
- Registered Nursing: 18.1k
- Family Practice Nursing: 14.9k
- Health Care Administration: 11.2k
- Public Health: 10.3k
- Physician Assistant: 9.7k

**Fastest-Growing**
1. Nursing Practice: 27%
2. Mental Health Nursing: 25%
3. Medical Informatics: 21%
4. Clinical Social Work: 18%
5. Geriatric Nursing: 17%

**Highest Online Adoption**
1. Nursing Education: 65%
2. Health Care Administration: 63%
3. Nursing Administration: 62%
4. Medical Informatics: 62%
5. Registered Nursing: 54%

**Grads, 2020**
- 136.9k
- 6%

**Key Points**
- Nursing is the leader
- Opportunity for specializations
- Potential licensure changes for OT and FNP
- MSN Direct Entry

---

2 Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.
Labor Forecast Through 2030

- Nurse Practitioners: +52%
- Registered Nurses: +277k per year
## What’s Hot?

### Largest
- Educational Leadership: 20.1k
- Education, General: 18.8k
- Curriculum and Instruction: 15.3k
- Special Education: 13.7k
- Counselor Education: 11.3k

### Fastest-Growing¹
- Autism Education: 47%
- Superintendency: 16%
- Biology Teacher Education: 10%
- Gifted Education: 6%
- Instructional Technology: 6%

### Highest Online Adoption²
- Instructional Technology: 74%
- Curriculum Supervision: 58%
- Adult/Continuing Education: 57%
- Curriculum and Instruction: 55%
- Higher Ed. Administration: 47%

---

**Grads, 2020**
- 151.1k

**Avg yearly grad growth, 16-20**
- 0%

**Programs**
- 8.1k

**Schools**
- 1.2k

**Avg grads per school**
- 128

---

### Graduates, 2004-2020

![Graduates Chart]

---

### Key Points
- Unique student demographic (working professionals)
- Flexible learning options important

---

² Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.
Average yearly grad growth, 2015 – 2020:

Public: +1%

Private: -1%

For Profit: +3%
Engineering & Computer Science
### Engineering & Computer Science

#### What’s Hot?

<table>
<thead>
<tr>
<th>Largest</th>
<th>Fastest-Growing¹</th>
<th>Highest Online Adoption²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>Data Modeling / Admin.</td>
<td>Cybersecurity</td>
</tr>
<tr>
<td>Comp. / Info. Sciences</td>
<td>IT Project Management</td>
<td>Comp. Systems Telecomm.</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>Informatics</td>
<td>Engineering Management</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>Cybersecurity</td>
<td>Information Science</td>
</tr>
<tr>
<td>Information Science</td>
<td>Comp. / Info. Sciences</td>
<td>Systems Engineering</td>
</tr>
</tbody>
</table>

- **Largest**
  - Computer Science: 12.7k
  - Comp. / Info. Sciences: 10.2k
  - Electrical Engineering: 9.3k
  - Mechanical Engineering: 7.5k
  - Information Science: 6.6k

- **Fastest-Growing¹**
  - Data Modeling / Admin.: 56%
  - IT Project Management: 32%
  - Informatics: 26%
  - Cybersecurity: 25%
  - Comp. / Info. Sciences: 9%

- **Highest Online Adoption²**
  - Cybersecurity: 66%
  - Comp. Systems Telecomm.: 56%
  - Engineering Management: 54%
  - Information Science: 53%
  - Systems Engineering: 51%

#### Grads, 2004-2020

- **Average yearly grad growth, 2016-2020**: 5%
- **Programs**: 3.8k
- **Schools**: 0.7k
- **Average grads per school**: 162
- **Grads, 2020**: 106.4k

#### Key Points

- **All** Engineering / CS programs are STEM-designated
- Fewer INTL students = flat recent grad growth
- Almost every degree with scale (min 1k grads) is averaging y/y growth

---

² Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.
Engineering & Computer Science

**Domestic and International Graduates**
Engineering & Computer Science, 2011-2020

**Labor Forecast Through 2030**
- Engineering field: +127.7k jobs (+7.4%)
- Fastest projected growth:
  - Industrial engineers: +13.7%
  - Chemical engineers: +9.3%
  - Aerospace engineers: +8.9%
Other Degrees
## What’s Hot?

<table>
<thead>
<tr>
<th>Largest</th>
<th>Fastest-Growing(^1)</th>
<th>Highest Online Adoption(^2)</th>
<th>Key Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Work</td>
<td><strong>Econometrics</strong> 95%</td>
<td>Library Science 77%</td>
<td>• MSW = largest program sizes</td>
</tr>
<tr>
<td>Public Administration</td>
<td><strong>Architectural Sciences</strong> 82%</td>
<td>Law Enforcement Admin 62%</td>
<td>• Key growth areas:</td>
</tr>
<tr>
<td>Counseling Psychology</td>
<td><strong>Behavioral Sciences</strong> 65%</td>
<td>Biblical Studies 61%</td>
<td>• STEM</td>
</tr>
<tr>
<td>Psychology, General</td>
<td><strong>Computational Science</strong> 61%</td>
<td>Human Services 56%</td>
<td>• Health &amp; Human Services</td>
</tr>
<tr>
<td>Divinity / Ministry</td>
<td><strong>Applied Mathematics</strong> 48%</td>
<td>Safety Studies 53%</td>
<td>• Protective Services</td>
</tr>
<tr>
<td>Library Science</td>
<td><strong>Applied Behavior Analysis</strong> 44%</td>
<td>Sports Admin / Mgmt. 52%</td>
<td></td>
</tr>
<tr>
<td>Sports Admin / Mgmt.</td>
<td><strong>Cyber Forensics</strong> 39%</td>
<td>Religious Education 45%</td>
<td></td>
</tr>
<tr>
<td>English Lang. and Lit.</td>
<td><strong>Financial Mathematics</strong> 38%</td>
<td>Public Administration 45%</td>
<td></td>
</tr>
<tr>
<td>Financial Mathematics</td>
<td><strong>Digital Communication</strong> 30%</td>
<td>Gerontology 44%</td>
<td></td>
</tr>
<tr>
<td>International Affairs</td>
<td><strong>Infrastructure Protection</strong> 28%</td>
<td>Pastoral Studies 39%</td>
<td></td>
</tr>
</tbody>
</table>


2 Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.
Other Degrees

Graduate Market Share // Ground Only and Online/Distance
Master's-Level Social Work

MSW's online tipping point
30% of programs are offered online
Further Reading
Do online learners want to come back for more?

Yes, many online students appear to be lifelong learners.

Preserve alumni engagement to help their next program be one of yours.

Keep alumni connected:
- 32% will follow the school on social media
- 30% will take classes there
- 26% will utilize career services

1 in 3 even want to enroll at the same school!
State of the Bachelor’s and Doctoral Markets

View the full reports at:
EdServices.Wiley.com/resources
Visit us at our booth following the presentation.

Check out the wealth of free resources available on our website at edservices.wiley.com/resources

Thank you!