

The State of the Master's Market

*Council of Graduate Schools
61st Annual Meeting*

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Researchers



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Academic and **Professional** Learning

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

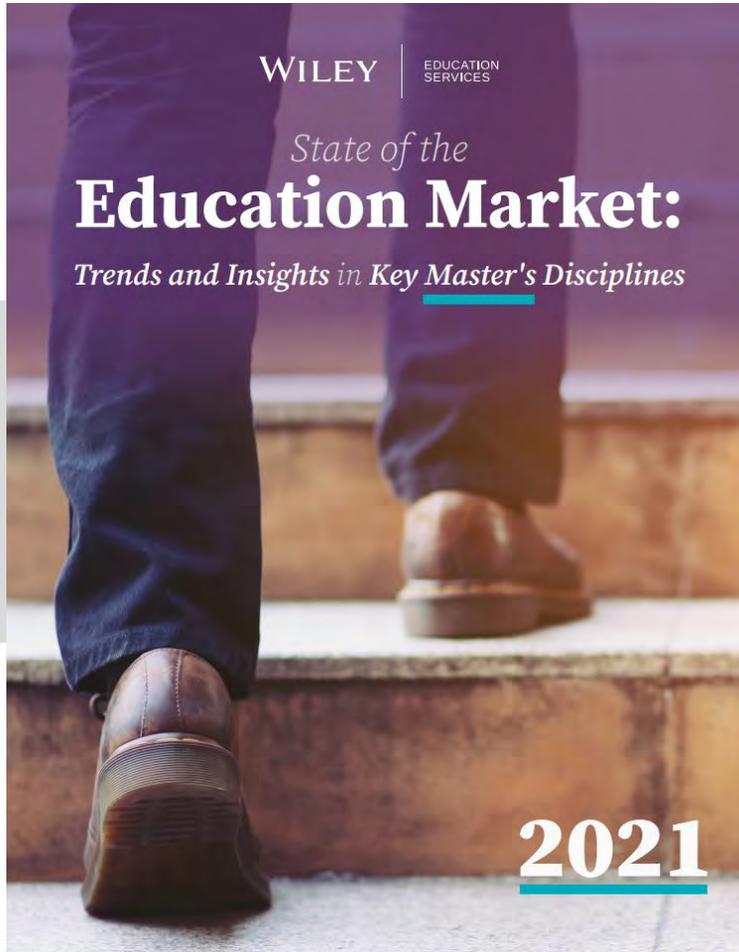
Institutions

Education **Services**

- University program services
- Certifications and short courses
- Employer education solutions

Corporations

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Leveraging data from the U.S. Department of Education's **IPEDS¹ database**, Wiley uncovered **emerging trends and fresh insights** into the graduate education market.



David Capranos

Director of Market Strategy and Research

Wiley Education Services

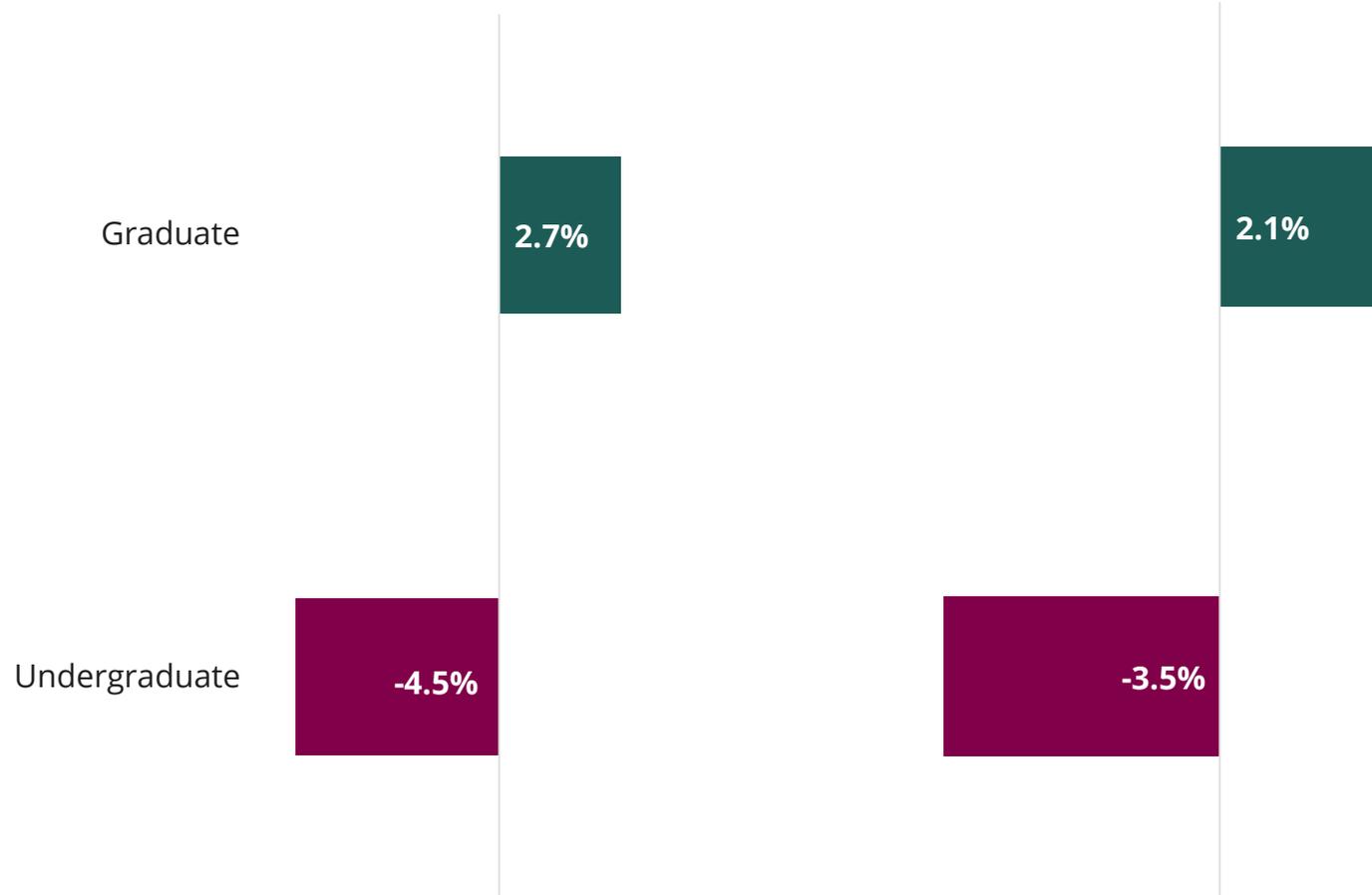
edservices.wiley.com

 **@dcapranos**

Fall 2020 – Fall 2021 Enrollment Trends

Fall 2020 Enrollment Changes

Fall 2021 Enrollment Changes



5.8%

Master's-level enrollment growth last two years



Business

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What's Hot?

Largest

Business Administration	104.1k
Accounting	17.6k
Management Science	12.0k
Business / Commerce	8.8k
Organizational Leadership	6.4k

Fastest-Growing¹

Business Statistics	57%
Management Science	42%
Organizational Leadership	13%
Sales and Marketing	13%
Supply Chain Management	6%

Highest Online Adoption²

Project Management	79%
Organizational Leadership	72%
Business Administration	61%
HR Management	54%
Management Info. Systems	54%

201.5k Grads, 2020

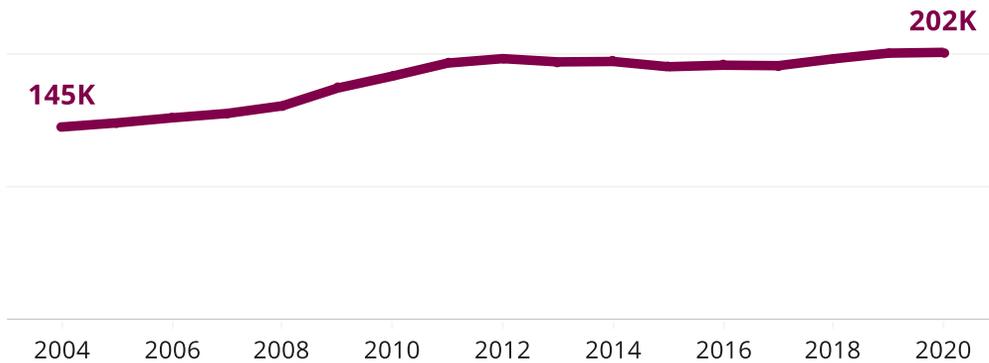
1% Avg yearly grad growth, 16-20

4.4k Programs

1.3k Schools

160 Avg grads per school

Graduates, 2004-2020

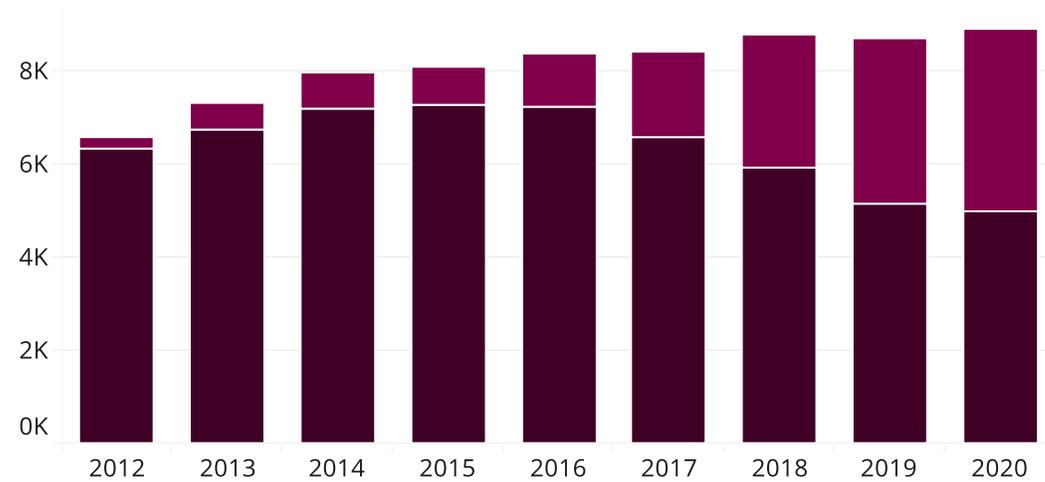


Key Points

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

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

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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-Growing¹

Nursing Practice	27%
Mental Health Nursing	25%
Medical Informatics	21%
Clinical Social Work	18%
Geriatric Nursing	17%

Highest Online Adoption²

Nursing Education	65%
Health Care Administration	63%
Nursing Administration	62%
Medical Informatics	62%
Registered Nursing	54%

136.9k

Grads, 2020

6%

Avg yearly grad growth, 16-20

5.2k

Programs

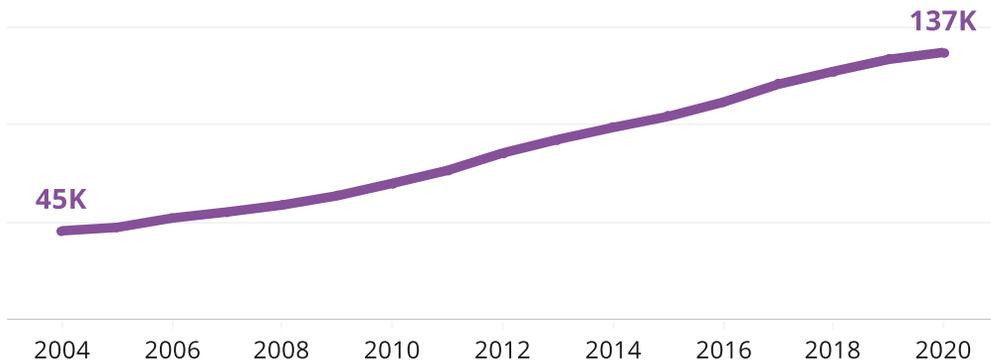
1.2k

Schools

118

Avg grads per school

Graduates, 2004-2020

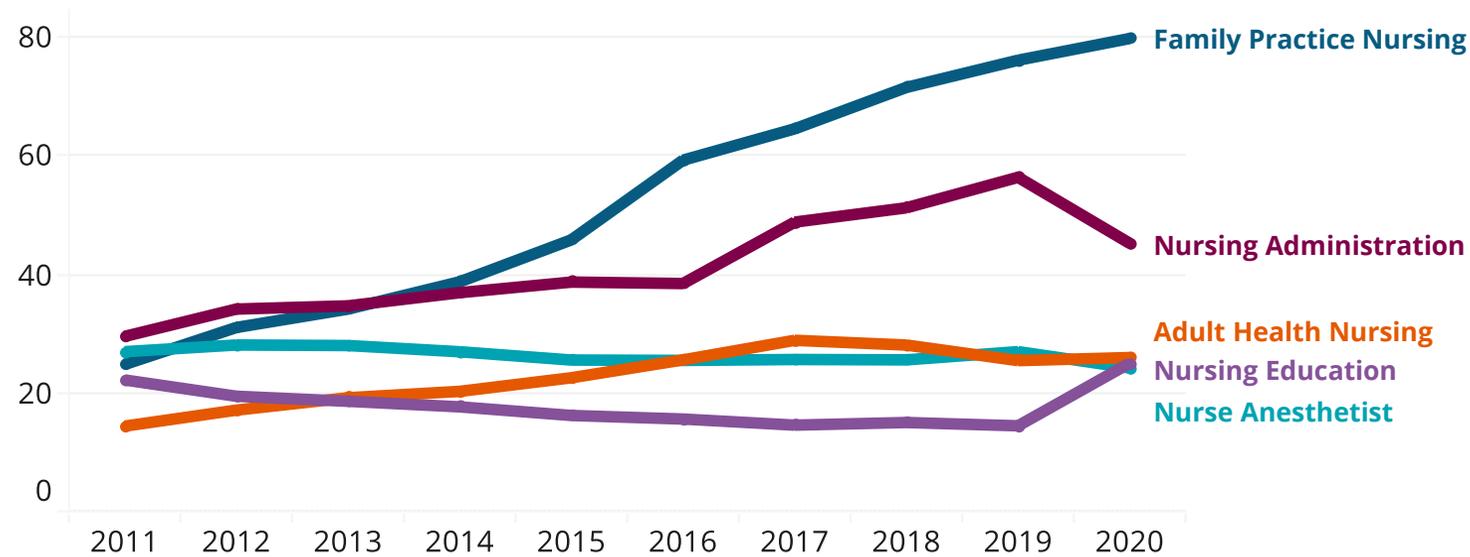


Key Points

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

Average Graduates Per Program

Nursing Specializations



Labor Forecast Through 2030

- Nurse Practitioners: +52%
- Registered Nurses: +277k per year



Education

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Education

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%

151.1k Grads, 2020

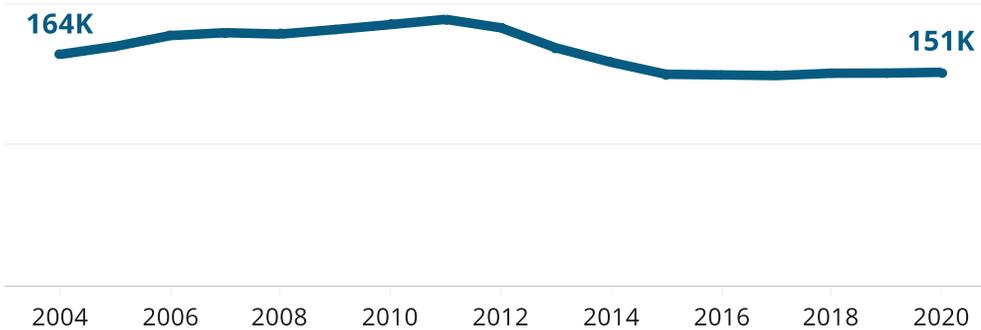
0% Avg yearly grad growth, 16-20

8.1k Programs

1.2k Schools

128 Avg grads per school

Graduates, 2004-2020



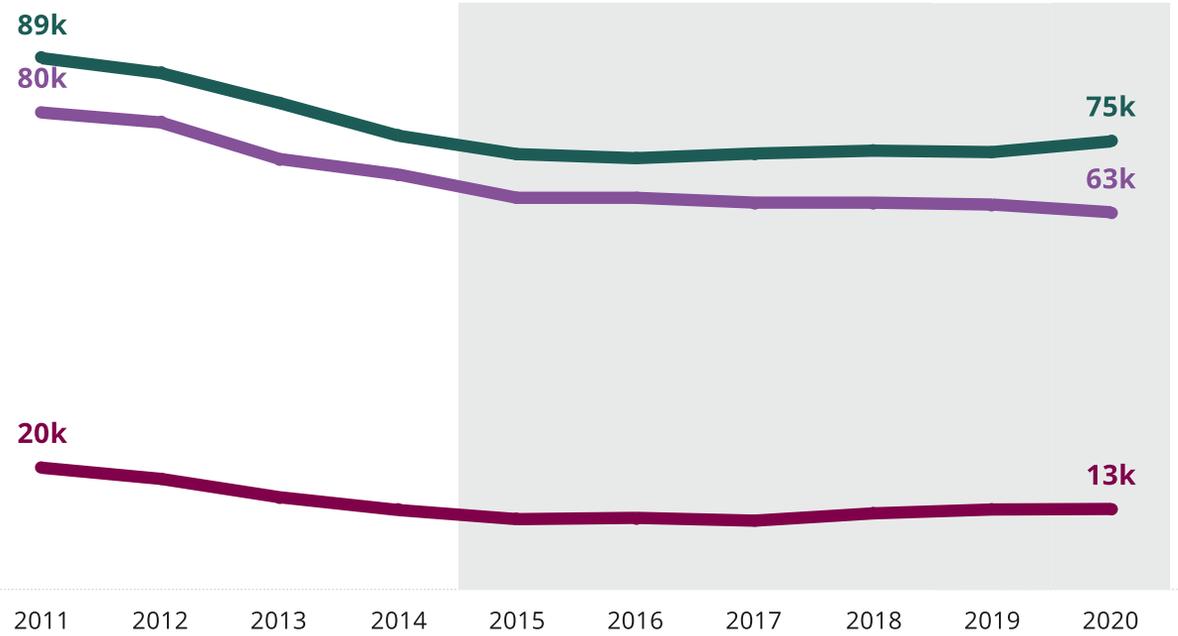
Key Points

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

Education

Public, Private, and For Profit Graduates

Master's-Level Education, 2011-2020



Average yearly grad growth, 2015 - 2020:

Public: +1%

Private: -1%

For Profit: +3%



Engineering & Computer Science

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Engineering & Computer Science

What's Hot?

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%

106.4k

Grads, 2020

5%

Avg yearly grad growth, 16-20

3.8k

Programs

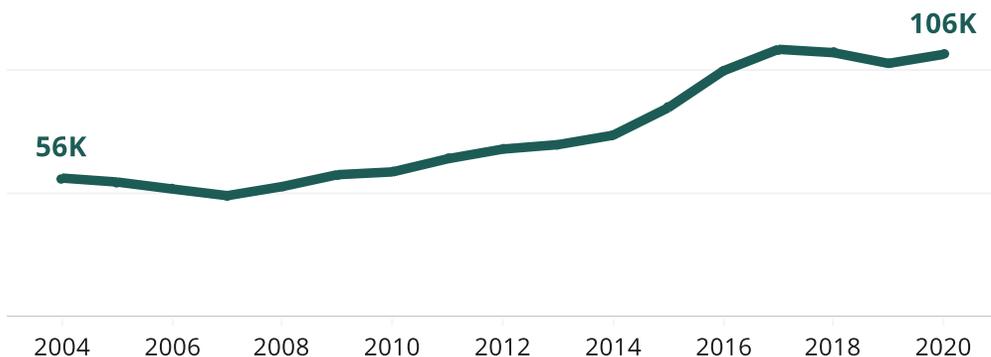
0.7k

Schools

162

Average grads per school

Graduates, 2004-2020



Key Points

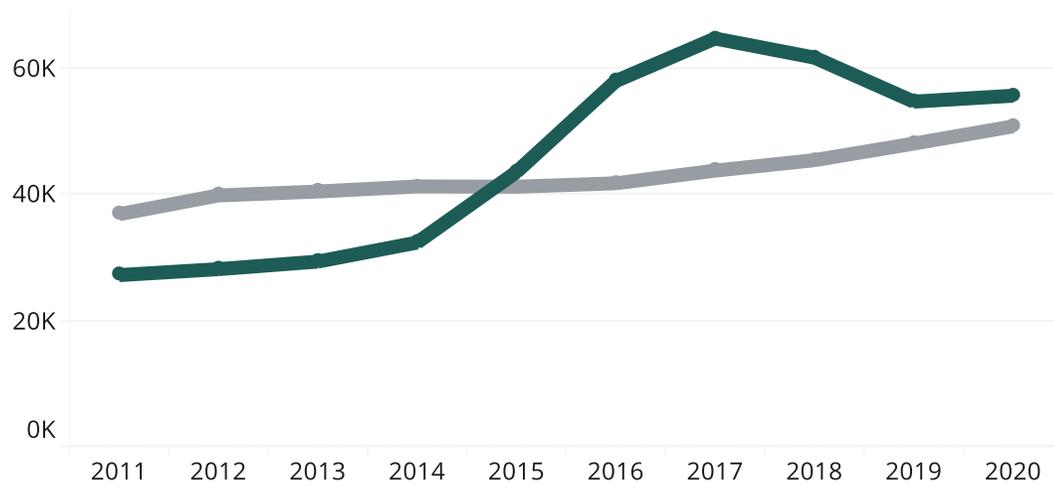
- **All** Engineering / CS programs are STEM-designated
- Fewer INTL students = flat recent grad growth
- Almost every degree with scale (min 1k grads) is averaging y/y growth

¹ Average yearly growth, 2016-2020. Minimum 500 grads in 2020.

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

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

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Other Degrees

What's Hot?

Largest	
Social Work	32.2k
Public Administration	12.5k
Counseling Psychology	8.0k
Psychology, General	5.9k
Divinity / Ministry	5.4k
Library Science	4.7k
Sports Admin / Mgmt.	4.4k
English Lang. and Lit.	3.9k
Financial Mathematics	3.9k
International Affairs	3.8k

Fastest-Growing ¹	
Econometrics	95%
Architectural Sciences	82%
Behavioral Sciences	65%
Computational Science	61%
Applied Mathematics	48%
Applied Behavior Analysis	44%
Cyber Forensics	39%
Financial Mathematics	38%
Digital Communication	30%
Infrastructure Protection	28%

Highest Online Adoption ²	
Library Science	77%
Law Enforcement Admin	62%
Biblical Studies	61%
Human Services	56%
Safety Studies	53%
Sports Admin / Mgmt.	52%
Religious Education	45%
Public Administration	45%
Gerontology	44%
Pastoral Studies	39%

Key Points

- MSW = largest program sizes
- Key growth areas:
 - STEM
 - Health & Human Services
 - Protective Services

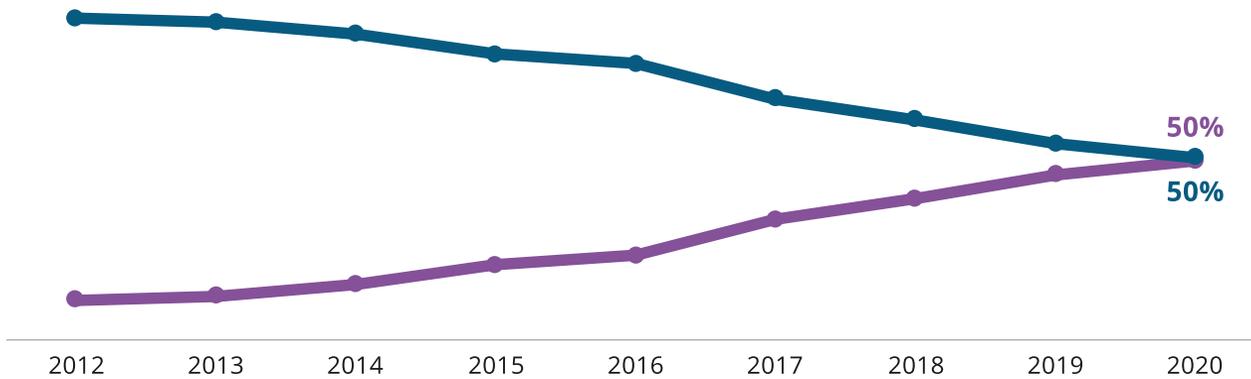
¹ Average yearly growth, 2016-2020. Minimum 500 grads in 2020.

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

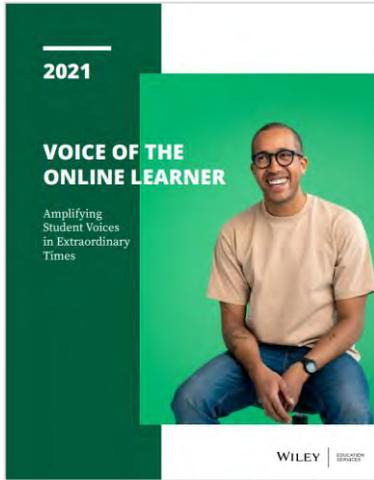
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Do online learners want to come back for more?

Yes, many online students appear to be lifelong learners.



1 in 3 even want to enroll at the same school!

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

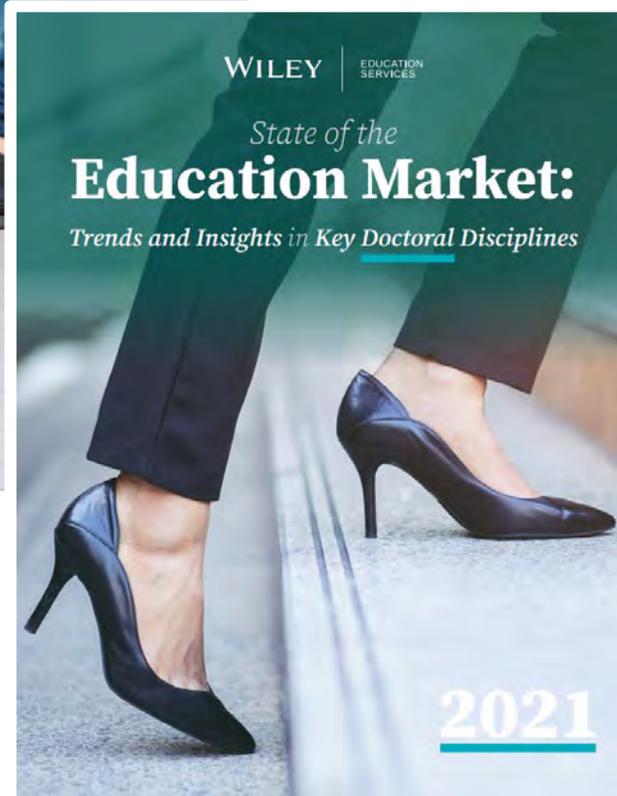
Keep alumni connected:

32% will follow the school on social media

30% will take classes there

26% will utilize career services

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!

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