

# The State of the Master's Market

*Council of Graduate Schools  
61<sup>st</sup> Annual Meeting*

**WILEY**

EDUCATION  
SERVICES





Wiley Delivers **Education With Impact**  
Through Global Support for:

Wiley has served

**210+ years**

as a global education leader



**500+**  
leading  
companies



**1 million+**  
students



**1,200**  
society partners



**15  
million+**  
researchers



**WILEY**

EDUCATION  
SERVICES

# About Wiley

*Content, platforms, and services that have impact.*



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



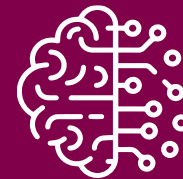
## Wiley Research

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

Researchers



## 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

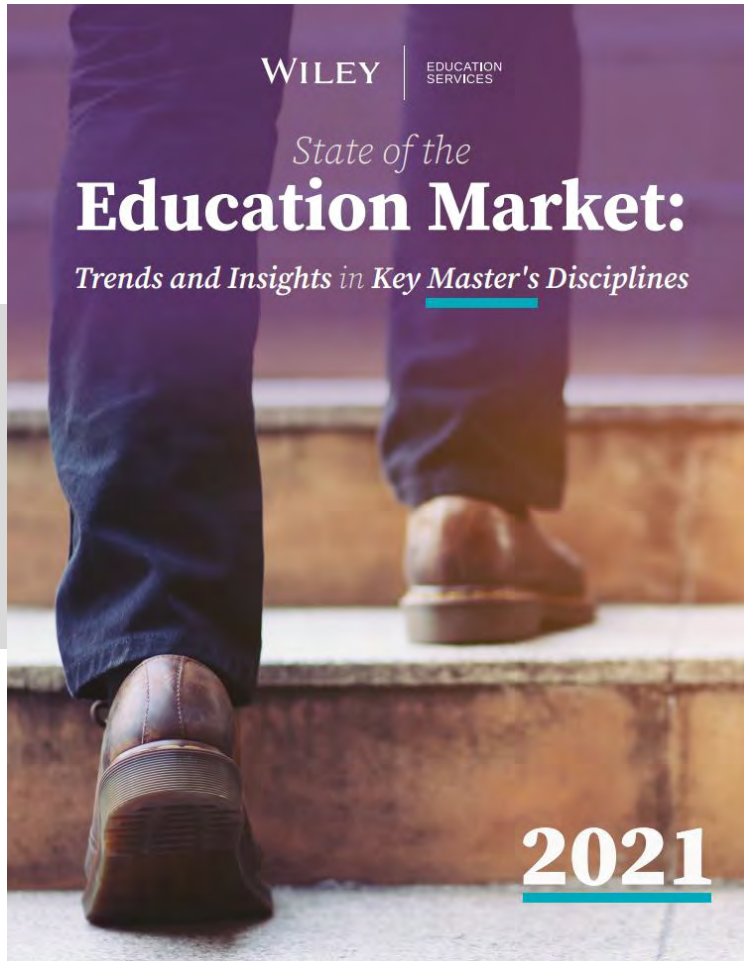
### Education **Services**

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

Learners

Institutions

Corporations



Leveraging data from the U.S. Department of Education's **IPEDS<sup>1</sup> database**, Wiley uncovered **emerging trends and fresh insights** into the graduate education market.





## David Capranos

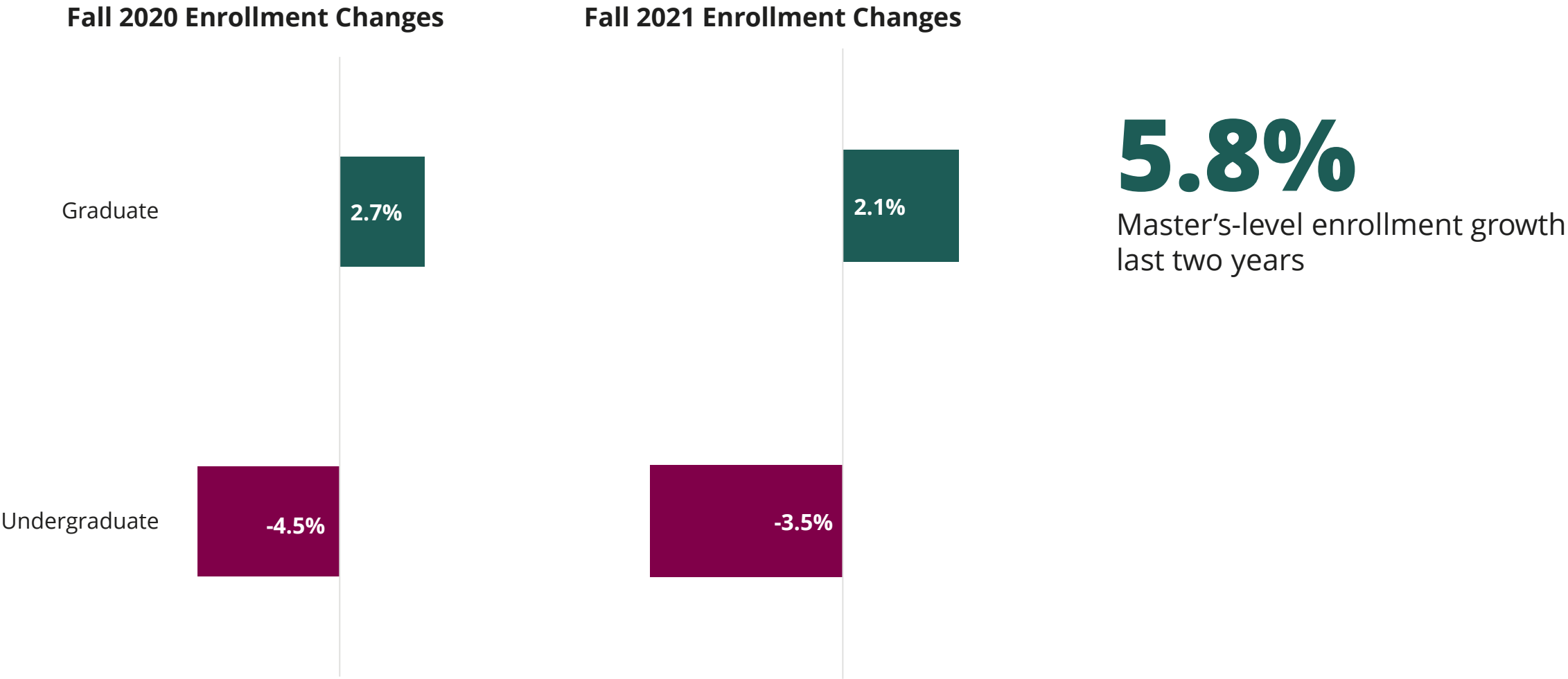
Director of Market Strategy and Research

## Wiley Education Services

[edservices.wiley.com](https://edservices.wiley.com)

 **@dcapranos**

# Fall 2020 – Fall 2021 Enrollment Trends



Source: National Student Clearinghouse

A woman with dark skin, glasses, and a red top is sitting at a desk, looking at a laptop screen. The background is a blurred office environment with other desks and computers.

# Business

WILEY

EDUCATION  
SERVICES

## What's Hot?

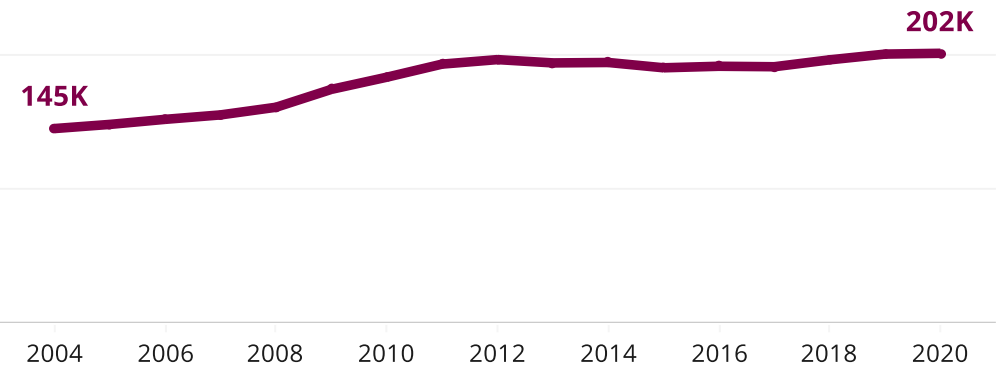
Largest	
Business Administration	104.1k
Accounting	17.6k
Management Science	12.0k
Business / Commerce	8.8k
Organizational Leadership	6.4k

Fastest-Growing <sup>1</sup>	
Business Statistics	57%
Management Science	42%
Organizational Leadership	13%
Sales and Marketing	13%
Supply Chain Management	6%

Highest Online Adoption <sup>2</sup>	
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

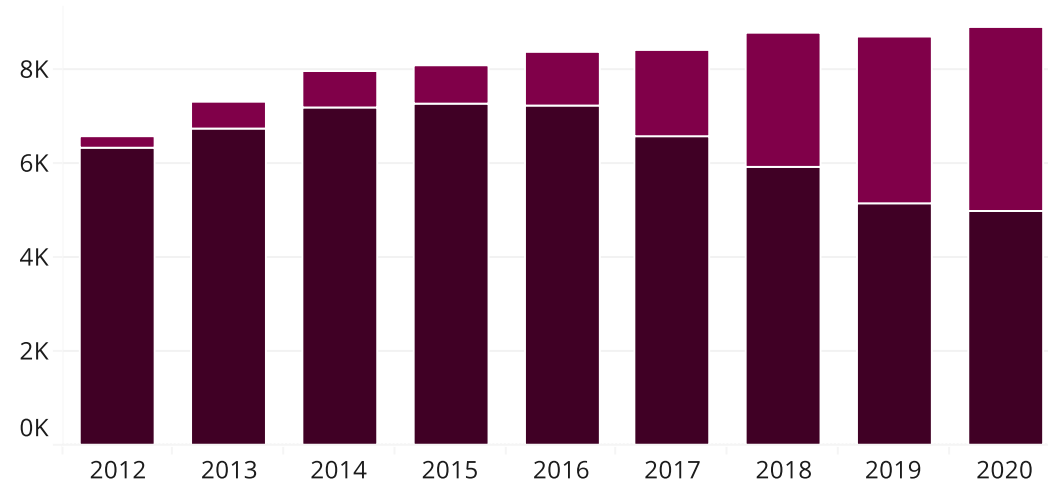
- MBA suite life
- The rise of data-specific business masters
- STEM designation

<sup>1</sup> Average yearly growth, 2016-2020. Minimum 500 grads in 2020.  
<sup>2</sup> Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.



## 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

WILEY

EDUCATION  
SERVICES

## What's Hot?

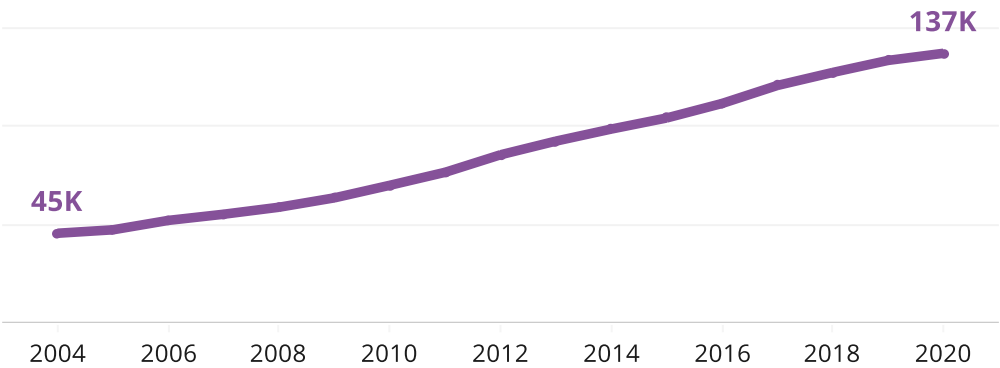
Largest	
Registered Nursing	18.1k
Family Practice Nursing	14.9k
Health Care Administration	11.2k
Public Health	10.3k
Physician Assistant	9.7k

Fastest-Growing <sup>1</sup>	
Nursing Practice	27%
Mental Health Nursing	25%
Medical Informatics	21%
Clinical Social Work	18%
Geriatric Nursing	17%

Highest Online Adoption <sup>2</sup>	
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

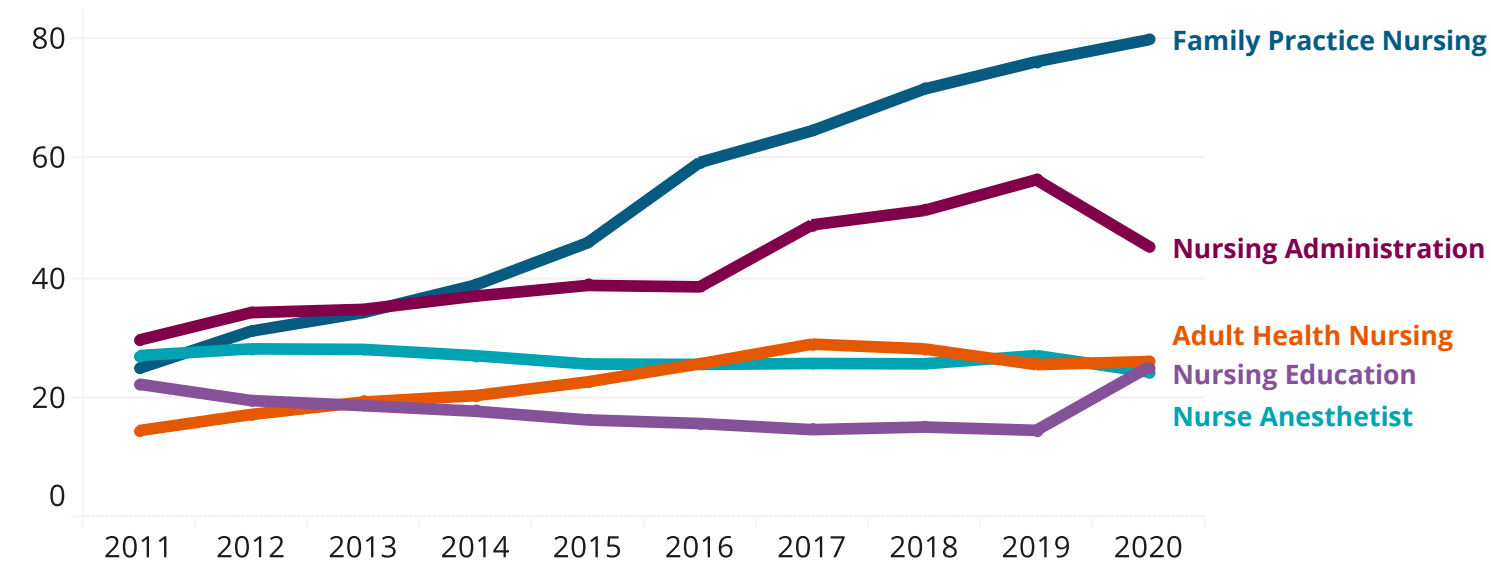
- Nursing is the leader
- Opportunity for specializations
- Potential licensure changes for OT and FNP
- MSN Direct Entry

<sup>1</sup> Average yearly growth, 2016-2020. Minimum 500 grads in 2020.  
<sup>2</sup> Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.



## Average Graduates Per Program

Nursing Specializations



## Labor Forecast Through 2030

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



# Education

WILEY

EDUCATION  
SERVICES

## What's Hot?

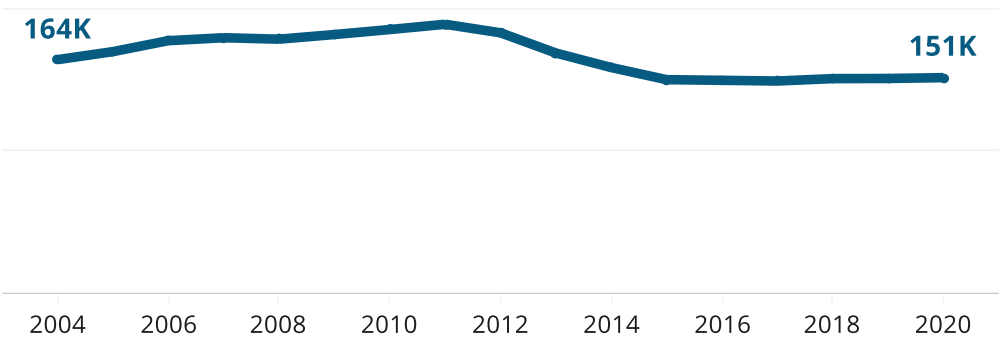
Largest	
Educational Leadership	20.1k
Education, General	18.8k
Curriculum and Instruction	15.3k
Special Education	13.7k
Counselor Education	11.3k

Fastest-Growing <sup>1</sup>	
Autism Education	47%
Superintendency	16%
Biology Teacher Education	10%
Gifted Education	6%
Instructional Technology	6%

Highest Online Adoption <sup>2</sup>	
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

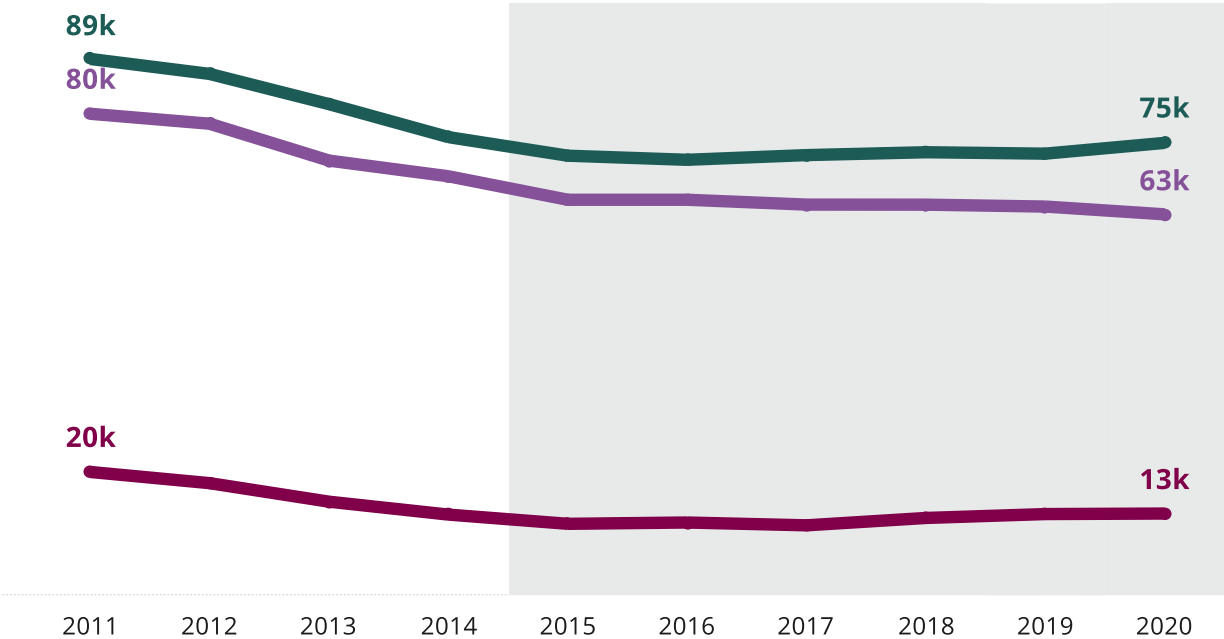
- Unique student demographic (working professionals)
- Flexible learning options important

<sup>1</sup> Average yearly growth, 2016-2020. Minimum 300 grads in 2020.  
<sup>2</sup> Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.



## 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

WILEY

EDUCATION  
SERVICES

## What's Hot?

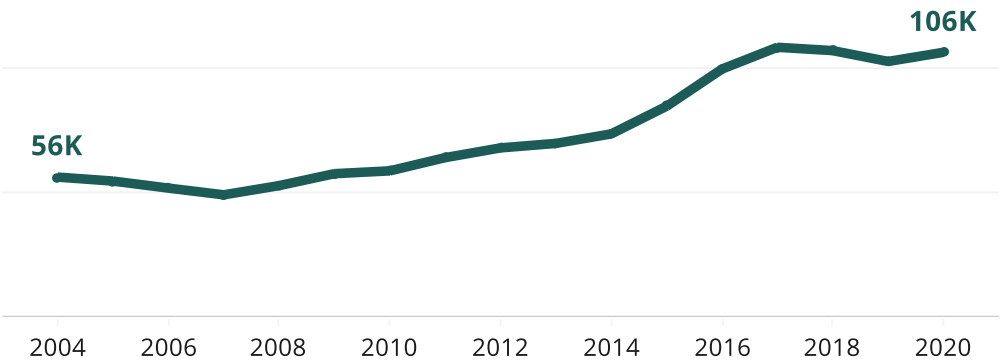
Largest	
Computer Science	12.7k
Comp. / Info. Sciences	10.2k
Electrical Engineering	9.3k
Mechanical Engineering	7.5k
Information Science	6.6k

Fastest-Growing <sup>1</sup>	
Data Modeling / Admin.	56%
IT Project Management	32%
Informatics	26%
Cybersecurity	25%
Comp. / Info. Sciences	9%

Highest Online Adoption <sup>2</sup>	
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

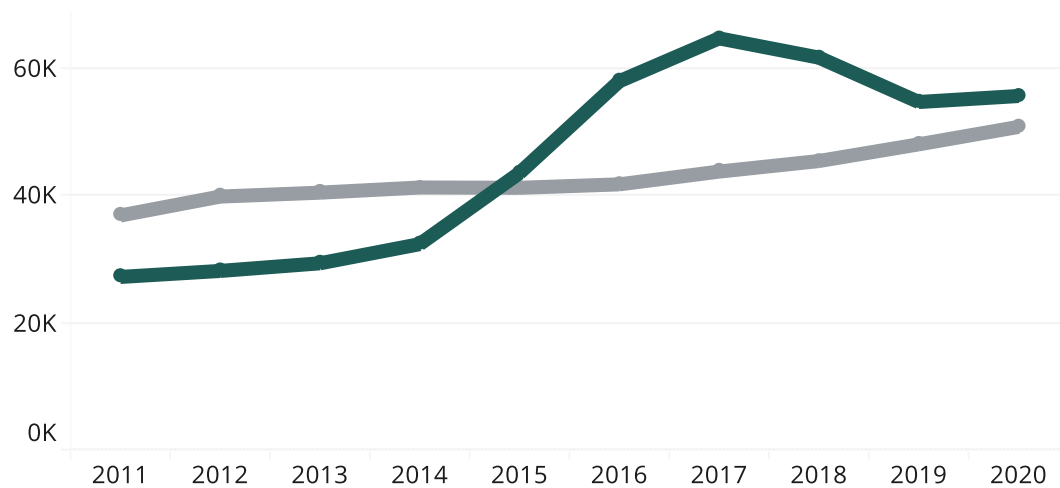
- All Engineering / CS programs are STEM-designated
- Fewer INTL students = flat recent grad growth
- Almost every degree with scale (min 1k grads) is averaging y/y growth

<sup>1</sup> Average yearly growth, 2016-2020. Minimum 500 grads in 2020.  
<sup>2</sup> 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

WILEY

EDUCATION  
SERVICES

# Other Degrees

## What's Hot?

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

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

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

## Key Points

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

<sup>1</sup> Average yearly growth, 2016-2020. Minimum 500 grads in 2020.

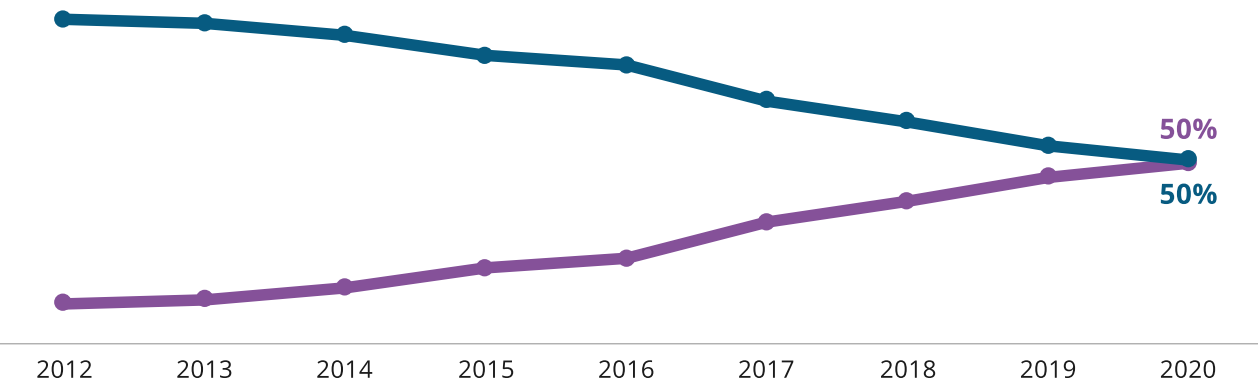
<sup>2</sup> Percentage of programs offered online. Minimum 50 schools reporting grads in 2020.



# 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

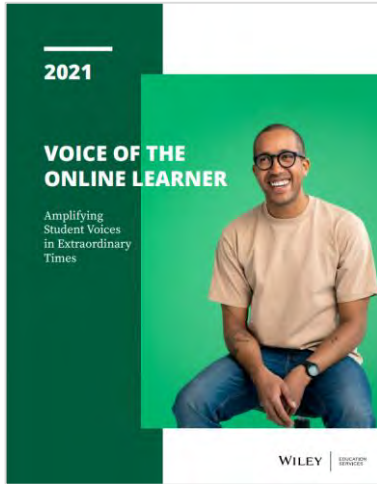
WILEY

EDUCATION  
SERVICES



# 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:

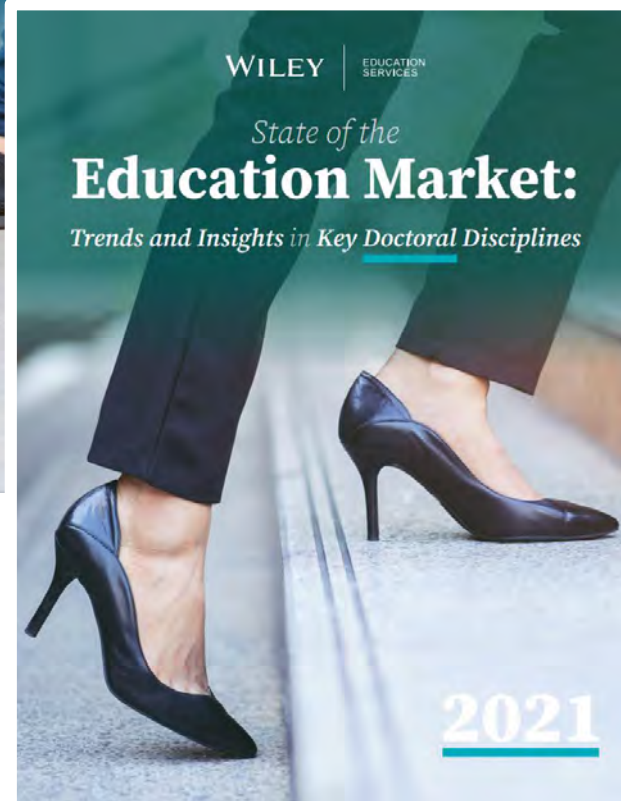
**32%** will follow the school on social media

**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](https://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](https://edservices.wiley.com/resources)*

# Thank you!

**WILEY**

EDUCATION  
SERVICES

