## STATE OF THE EDUCATION MARKET

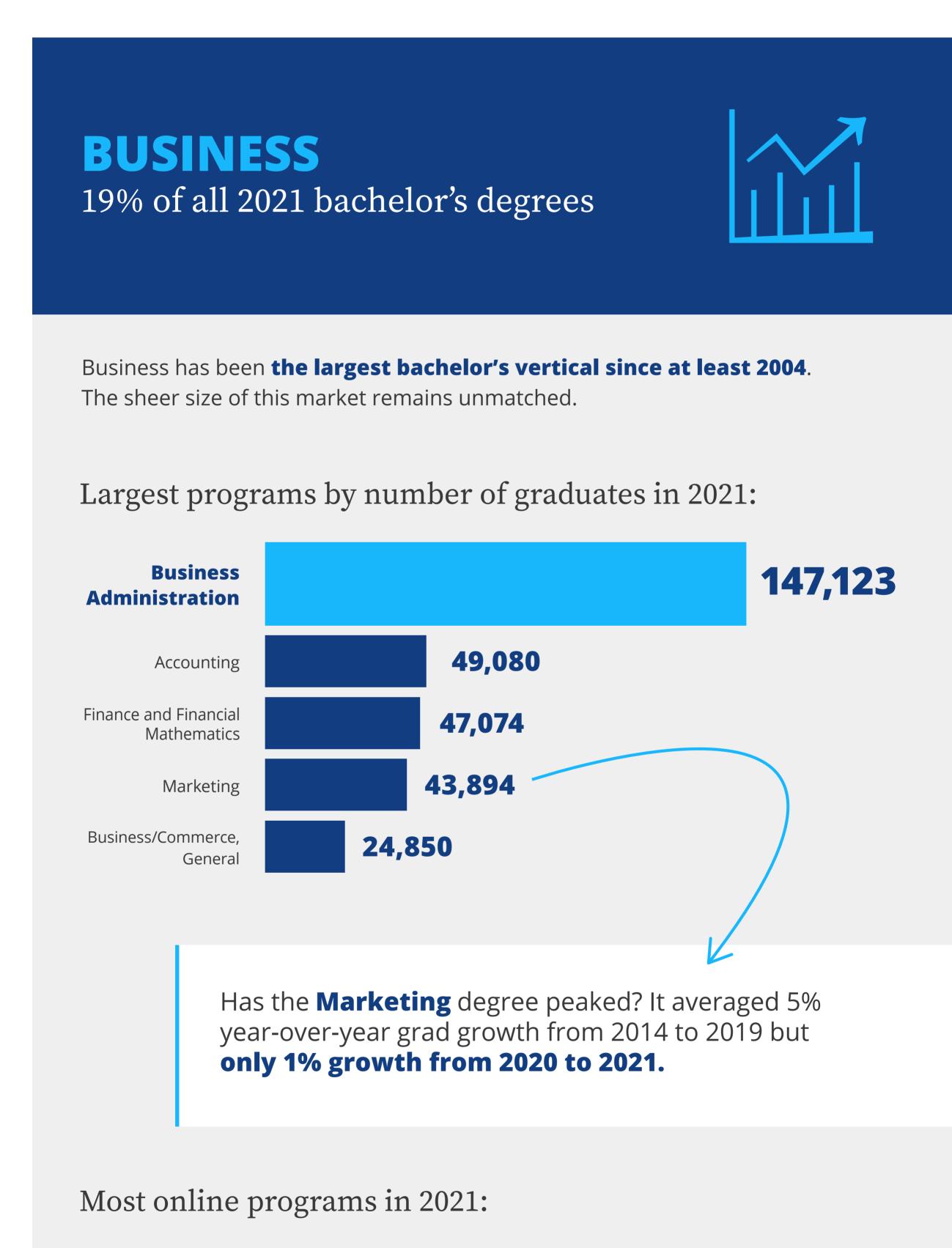
Trends and Insights in Key <u>Undergraduate</u> Disciplines



From the COVID-19 pandemic and the rush to adopt online learning, to a nationwide economic shutdown and declining enrollment, higher education has recently experienced changeable and complex conditions.

But we're here to help. Based on the **latest IPEDS completions data** from the **2020-21** academic year, here's a snapshot of some of the key US graduation trends at both the associate and bachelor's levels.

### **BACHELOR'S-LEVEL TRENDS**





#### Organizational Leadership

Business Administration Human Resources Management

Business/Commerce, General

Logistics/Supply Chain Management

> ) Fastest-growing programs from 2016-2021:

Management Science Real Estate Organizational Leadership Construction Management Supply Chain Management Fastest-declining programs from 2016-2021:

43%

41%

35%

30%

Hotel/Motel Administration/Management Fashion Merchandising Organizational Behavior Studies Hospitality Administration/Management Accounting

**HEALTH** 13% of all 2021 bachelor's degrees



The number of schools with health graduates has stayed steady since 2015. However, continued graduate growth means **the median number of health** grads per institution has increased by 11%.

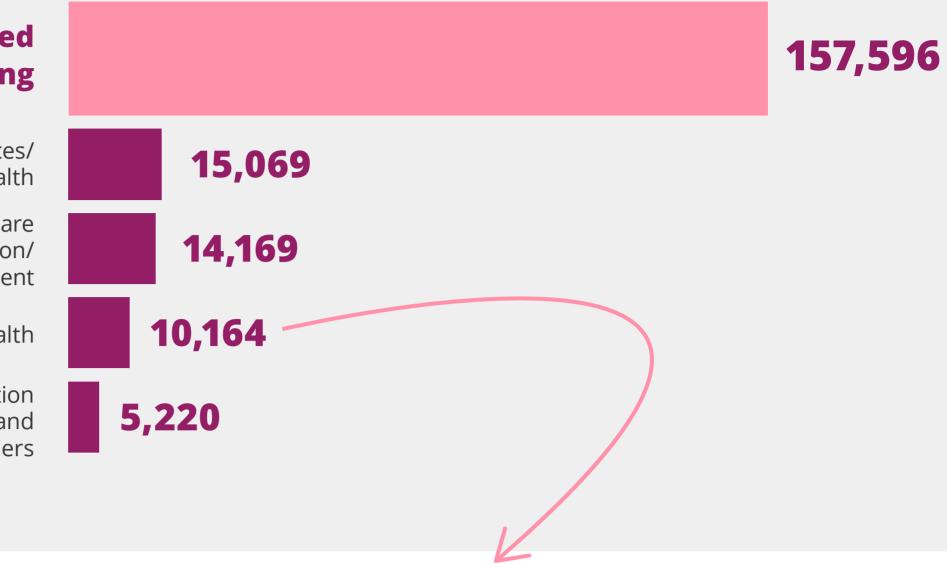
#### Largest programs by number of graduates in 2021:

#### Registered Nursing

Health Services/ Allied Health Health Care

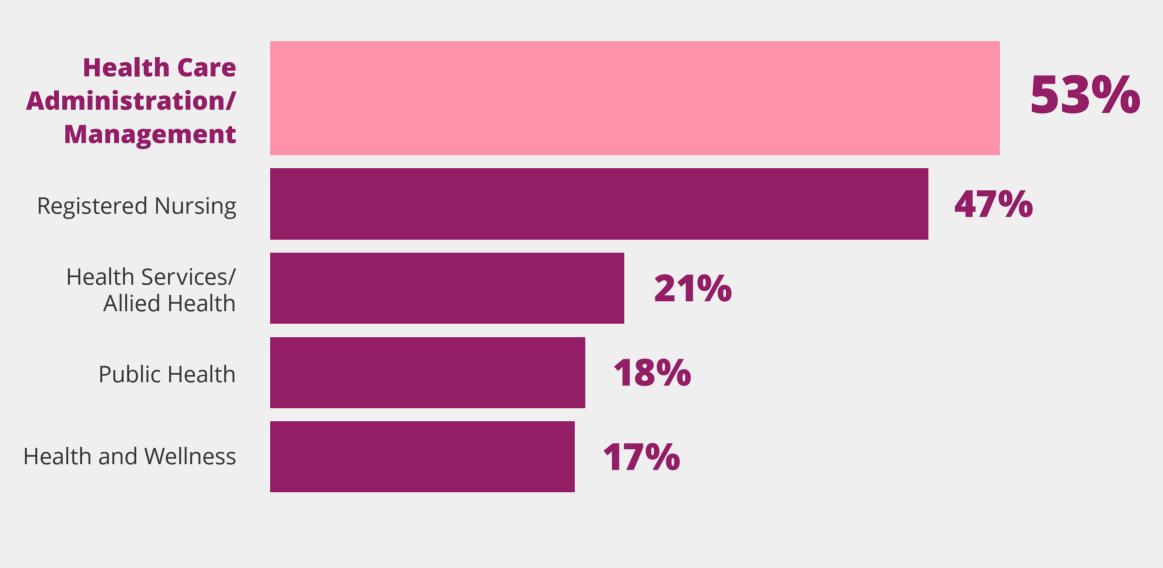
Administration/ Management Public Health

Communication Sciences and Disorders



**Keep an eye on Public Health!** It's among the largest, most online, and fastest-growing health programs.

#### Most online programs in 2021:





#### 2016-2021:

Public Health Pharmaceutical Sciences Health and Wellness Health Services Administration Health Services/Allied Health

#### 2016-2021:

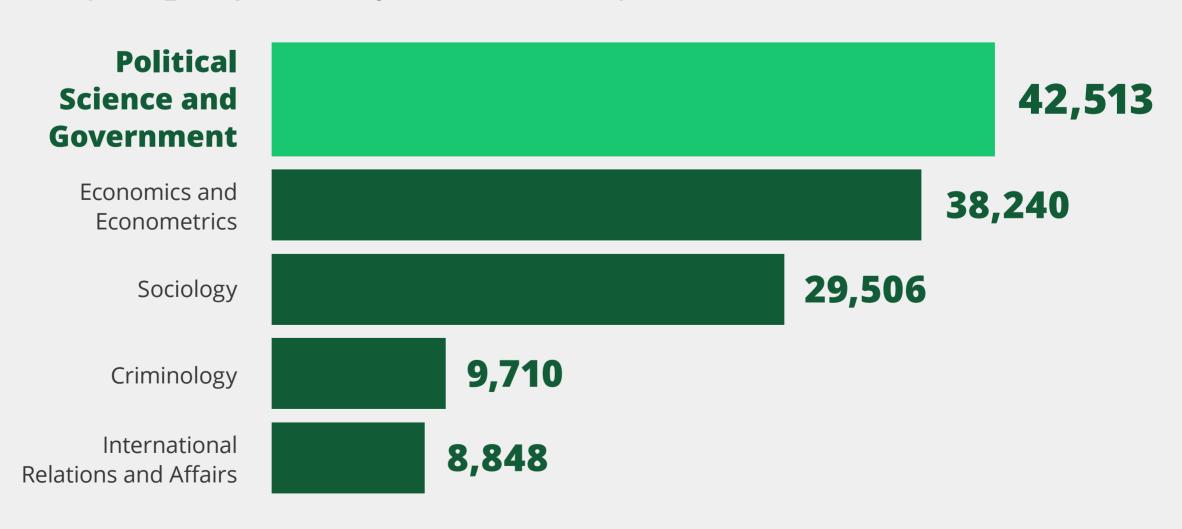
Athletic Training/Trainer Dietetics/Dietitian Hospital and Health Care Facilities Administration/Management Speech-Language Pathology/Pathologist Pre-Medicine/Pre-Medical Studies

### **SOCIAL SCIENCES** 7% of all 2021 bachelor's degrees

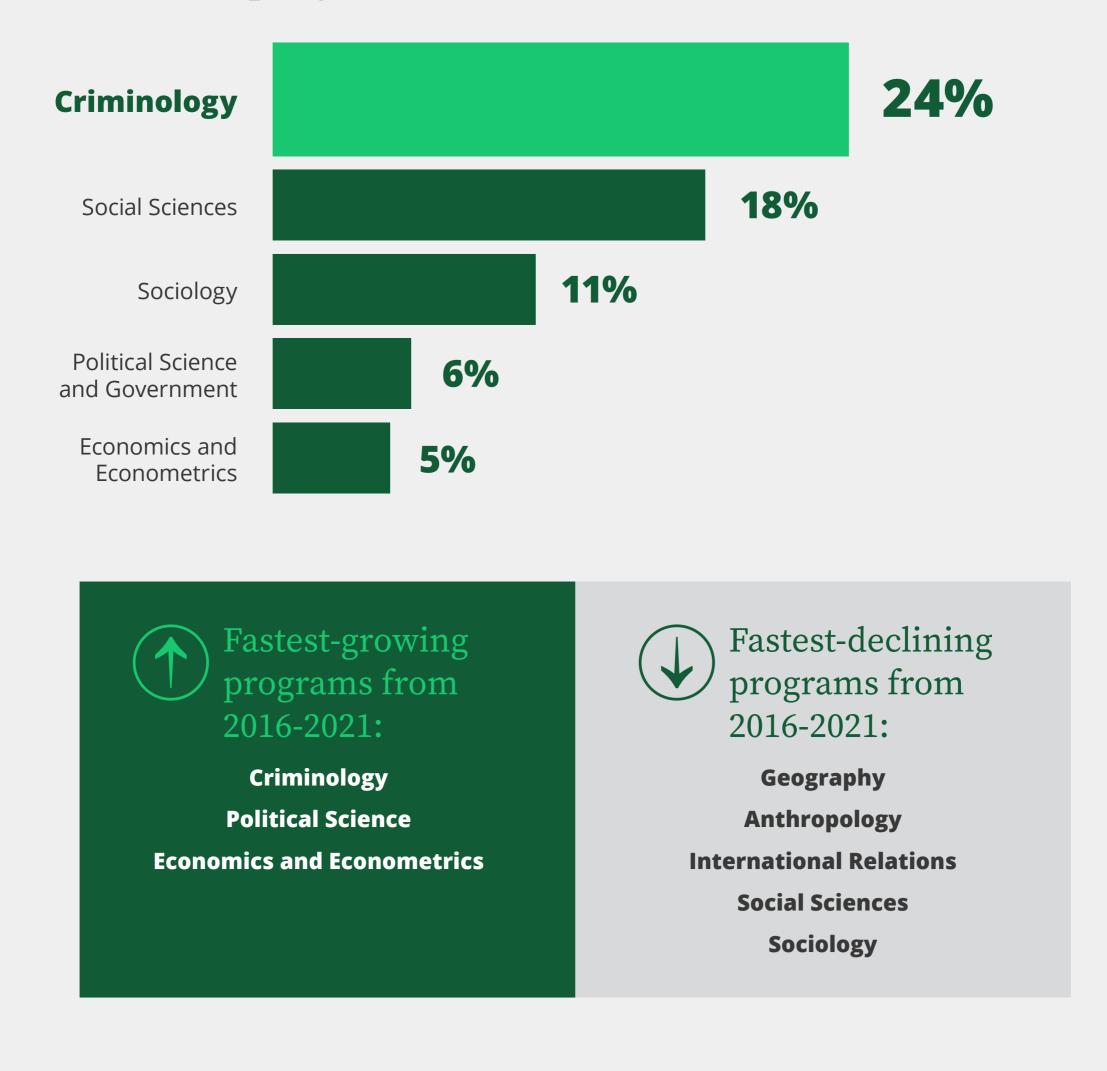


Growth here has been flat, and the five largest programs accounted for 83% of all social sciences grads in 2021. Learners in this vertical tend to be traditional-aged and enrolled in on-campus studies. Only 8% of programs are offered online.

#### Largest programs by number of graduates in 2021:



#### Most online programs in 2021:



#### Largest additional bachelor's programs:

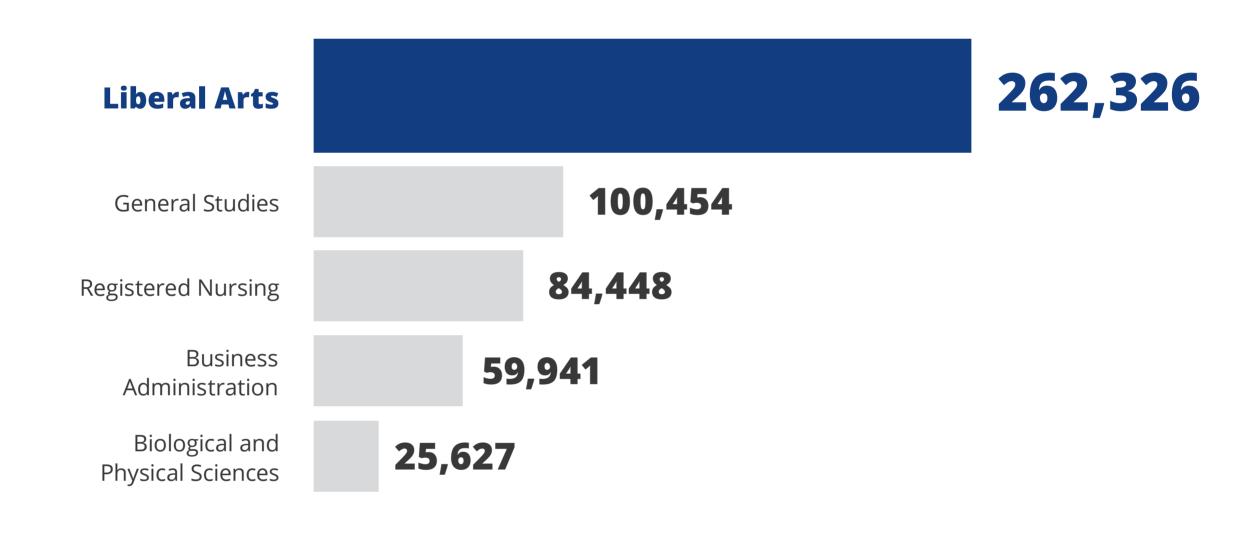
- Psychology
- Biology
- Computer Science, General
- Speech Communication and Rhetoric
- Criminal Justice/Safety Studies
- English Language and Literature
- Elementary Education and Teaching
- Exercise Science and Kinesiology
- Computer and Information Sciences
- Liberal Arts/Liberal Studies

### **ASSOCIATE-LEVEL TRENDS**

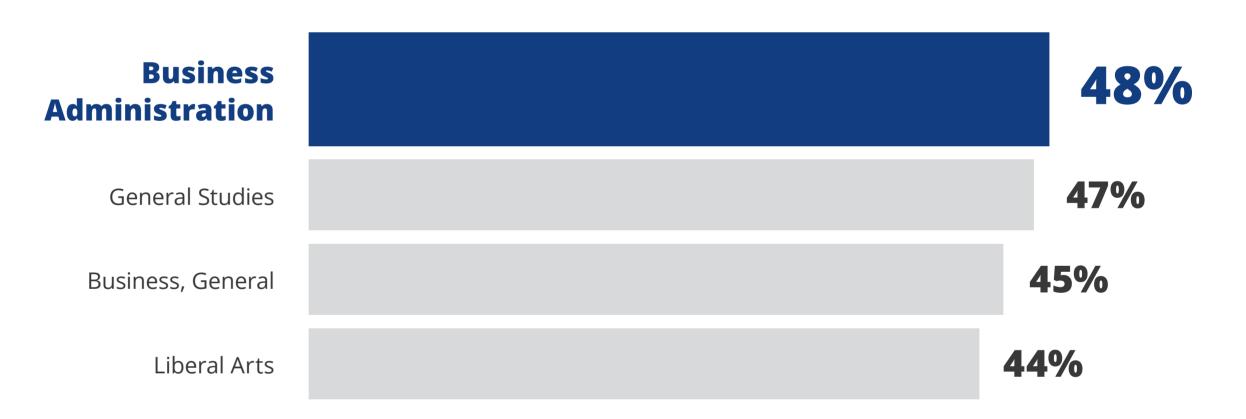
## The three largest verticals accounted for two-thirds of all associate graduates in 2021:

Liberal Arts			38%
Health		18%	
Business	10%		

## Largest programs by number of graduates in 2021:



#### Most online programs in 2021:

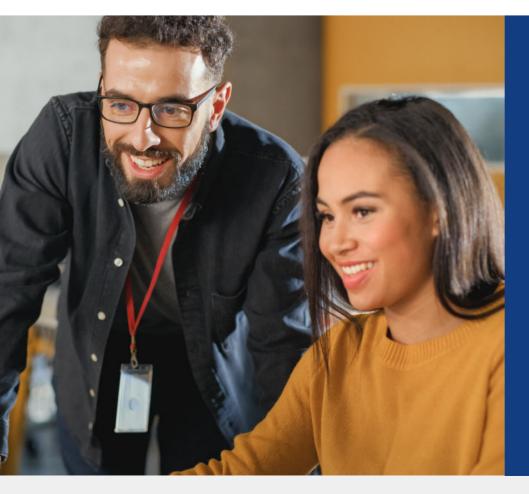


Despite being one of the largest programs, **only 6% of Registered Nursing programs were offered online.** Why? The field's necessary practical training happens at the associate level.

Fastest-growing programs from 2016-2021:

Economics and Econometrics Health Services/Allied Health Computer Science Cybersecurity Sociology Fastest-declining programs from 2016-2021:

Baking and Pastry Arts Culinary Arts/Chef Training Medical/Clinical Assistant Pharmacy Technician/Assistant Health Information/Medical Records Technology



# Want more insights?

Dive deeper into key trends. Download the full report today: **State of the Education Market 2023: Trends and Insights in Key Undergraduate Disciplines** 

WILEY University Services