GROWTH OPPORTUNITIES in HIGHER EDUCATION
Degrees and Alternate Pathways

Andrew J. Magda
Manager of Market Research, Learning House
October 12, 2016
# 2014 Degrees of the Future

## Bachelor's Degrees
- Accounting
- Computer Science
- Market Research
- Professional Sales
- Health Information Management
- Health Care Administration or Health Care Operations
- Interpretation and Translation

## Master's Degrees
- Accelerated MBA
- MBA in Information Technology Management
- Accounting
- Project Management
- Data Science
- Public Health
- Social Work
- Speech Pathology
Methodology

- Builds upon and updates 2014 study
  - IPEDS trends
  - Interviews with experts and employers

- Examines labor demand with CEB TalentNeuron
  - Real-time job postings analysis

- Studied real-world examples
  - Structure of top performing programs
ONLINE DEGREES FOR THE FUTURE
2016 Degrees of the Future

DEGREES WITH SIGNIFICANT JOB AND SALARY OPPORTUNITIES

<table>
<thead>
<tr>
<th>Degree</th>
<th>Job Openings</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>104,000</td>
<td>$101,000</td>
</tr>
<tr>
<td>Health Information Management</td>
<td>6,000</td>
<td>$72,700</td>
</tr>
<tr>
<td>Market Research</td>
<td>80,850</td>
<td></td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>38,000</td>
<td>$97,500</td>
</tr>
<tr>
<td>Data Science</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td>190,000</td>
<td>$106,550</td>
</tr>
<tr>
<td>Accounting</td>
<td>34,601</td>
<td>$79,700</td>
</tr>
<tr>
<td>MBA - T Management</td>
<td>4,337</td>
<td></td>
</tr>
<tr>
<td>Master's Speech Pathology</td>
<td>10,000</td>
<td>$85,700</td>
</tr>
</tbody>
</table>

LEARNING HOUSE
Bachelor’s – Computer Science

**Why:**
- Growing reliance on technology

**Institutions need to:**
- Focus on practical skills
- More Java, SQL, JavaScript, Linux, C#, .NET, and Python – less iOS/Android

<table>
<thead>
<tr>
<th>Computer Science</th>
<th>Job Openings</th>
<th>Median Salary</th>
<th>Conferrals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>104,000</td>
<td>$101,000</td>
<td>15,500</td>
</tr>
</tbody>
</table>

[LEARNING HOUSE]
Bachelor’s – Digital Marketing

Why:

- Digital will account for 75% or more marketing spend

Institutions need to:

- Evolve curriculum to include new channels
- Focus on SEO, SEM, and social media

- Job Openings
- Median Salary
- Conferrals

Marketing

38,000

$97,500

32,000
Bachelor’s/Master’s – Project Management

Why:
• A broadly applicable skill that employers seek

Institutions need to:
• Not necessarily focus on PMP
• Not necessarily focus on stand alone program

![Bar chart showing 190,000 job openings, $106,550 median salary, and 2,200 conferrals in Project Mgt.]

- Job Openings
- Median Salary
- Conferrals
ALTERNATIVE PATHS FOR EDUCATION
2016 Alternative Pathways

DIFFICULTY LEVEL FOR INSTITUTIONS TO IMPLEMENT

Easy  Medium  Difficult
Competency-Based Education

- Breaks concepts into individual skills
- Students demonstrably master skills
- Western Governors University largest and longest tenured provider with 60,000 students
MOOCs & Badges

➤ **MOOCs**: Top-shelf content for free
  - Credit can be awarded or used in for-credit work

➤ Show “credit” for skills with **badges**
  - UMASS Online Project Risk Management
  - LinkedIn Learning Paths with Lynda.com
Bootcamps & Microdegrees

➢ **BOOTCAMPS:** Learn a skill in a short, intensive, time period
  - Coding bootcamps growing fast, but can be applied to other fields

➢ **MICRODEGREES:** Learn a skill quickly, but mainly online with or without an institution
  - University Learning Store ➔ Institutions
  - Udacity “Nanodegrees” ➔ Industry leaders
Stackable Certificates

➢ “Chunk” a degree into smaller milestones

➢ Students to stop out and still have a credential and also constantly retool skills

➢ Design certificates that fit into a degree
  o Illinois Urbana-Champaign Data Science program structured using Coursera
Enterprise Partnerships & “1 + 3”

- Partnering with other educational institutions and/or industry
  - ASU ➔ Starbucks
  - West Virginia State ➔ High schools

- Win-win
  - Limits/shortens application process and marketing costs
  - Saves students time/money
ON THE NEAR HORIZON
Continuous Trackable Learning

➢ Curated Degrees
  o Earning credits from multiple sources both within and outside of higher education

➢ Digital Transcripts
  o A central way to track learning experiences

➢ Lifelong Learning
  o Unpacking the degree to learning and retool continually
THANK YOU!

DOWNLOAD THE REPORT:

www.learninghouse.com/resources/research/

Andrew J. Magda
Manager of Market Research at Learning House
amagda@learninghouse.com