

GROWTH OPPORTUNITIES *in* HIGHER EDUCATION *Degrees and Alternate Pathways*

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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

The background consists of several overlapping, angular shapes in shades of teal and dark blue. The largest shape is a teal triangle pointing downwards, which serves as the primary background for the text. Other shapes in darker blue and teal are layered behind it, creating a sense of depth and movement.

ONLINE DEGREES FOR THE FUTURE

2016 Degrees of the Future

DEGREES WITH SIGNIFICANT JOB AND SALARY OPPORTUNITIES



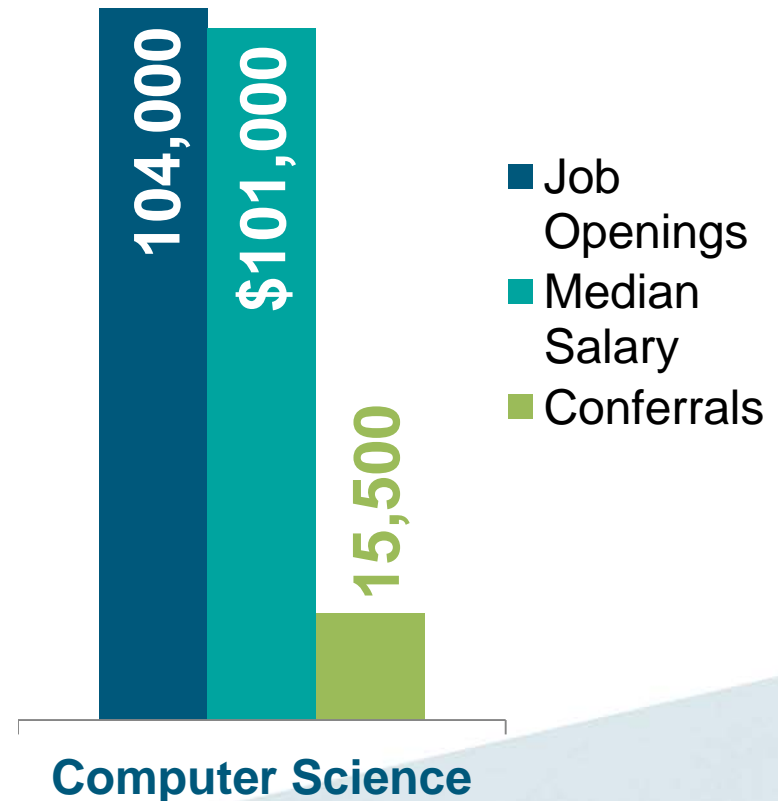
Bachelor's – Computer Science

Why:

- Growing reliance on technology

Institutions need to:

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



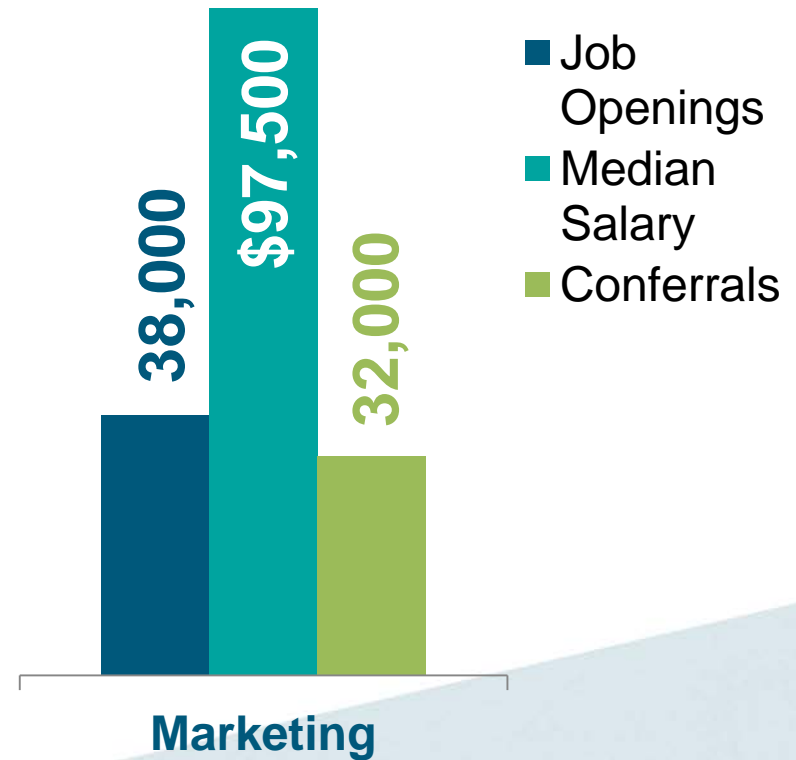
Bachelor's – Digital Marketing

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



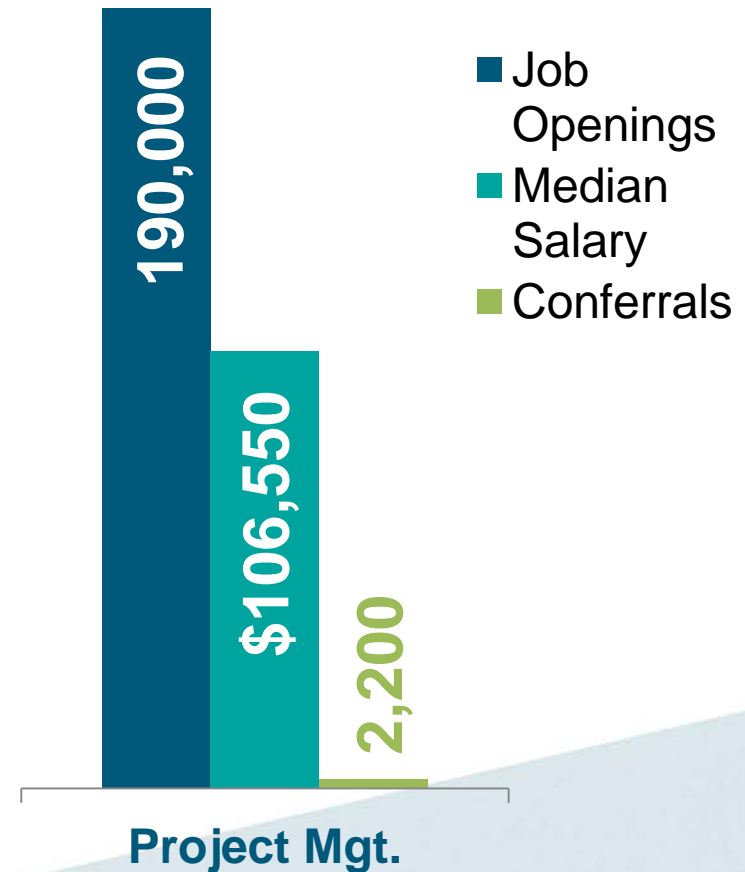
Bachelor's/Master's – Project Management


Why:

- A broadly applicable skill that employers seek

Institutions need to:

- Not necessarily focus on PMP
- Not necessarily focus on stand alone program



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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
 - 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

- Earning credits from multiple sources both within and outside of higher education

➤ Digital Transcripts

- A central way to track learning experiences

➤ Lifelong Learning

- Unpacking the degree to learning and retool continually

THANK YOU!

DOWNLOAD THE REPORT:

www.learninghouse.com/resources/research/

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