

The key to having sustainable academic programs is to regularly evaluate your institution's academic program portfolio against student demand and labor market trends.

Colleges and universities facing enrollment challenges may wonder if launching new academic programs will increase revenue. To develop a successful strategy, institutions must understand which programs are on the rise. Here are the top degree programs and occupations capturing student and employer attention in 2023.

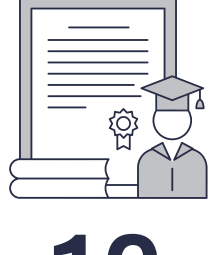
## WHY YOUR ACADEMIC PROGRAM PORTFOLIO MATTERS



**\$350K**

The estimated minimum cost of offering an academic program

Source: Burning Glass Technologies



**12**

The number of programs that enroll the majority of students at institutions, among hundreds of options

Source: RPK Group



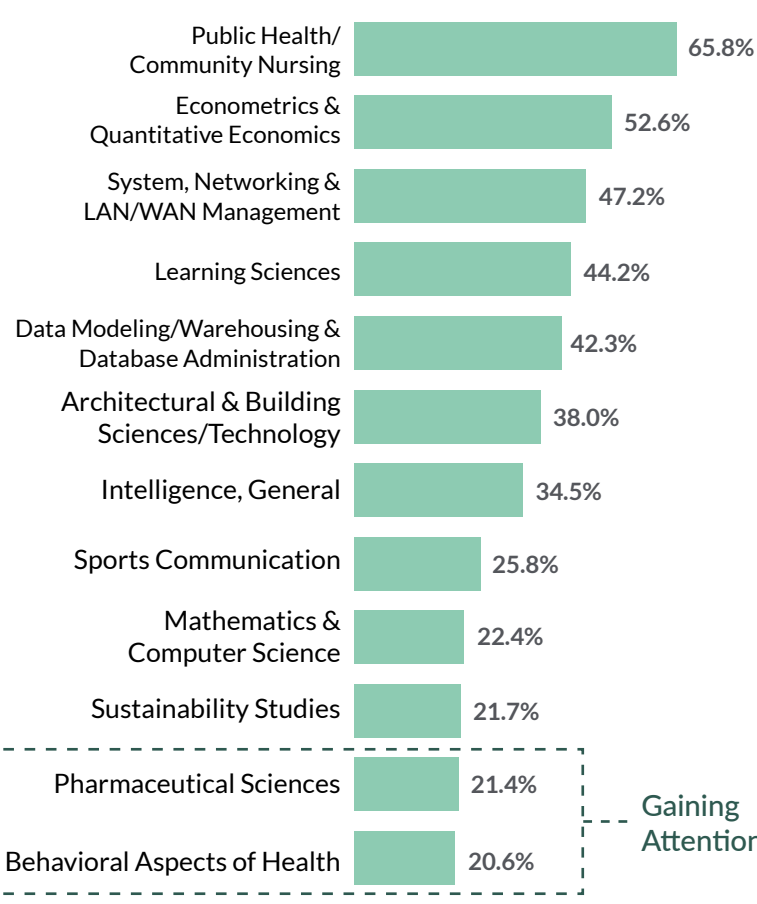
**-9%**

The drop in prospective students who planned to pursue a bachelor's degree in 2022 compared to 2021

Source: Hanover Research

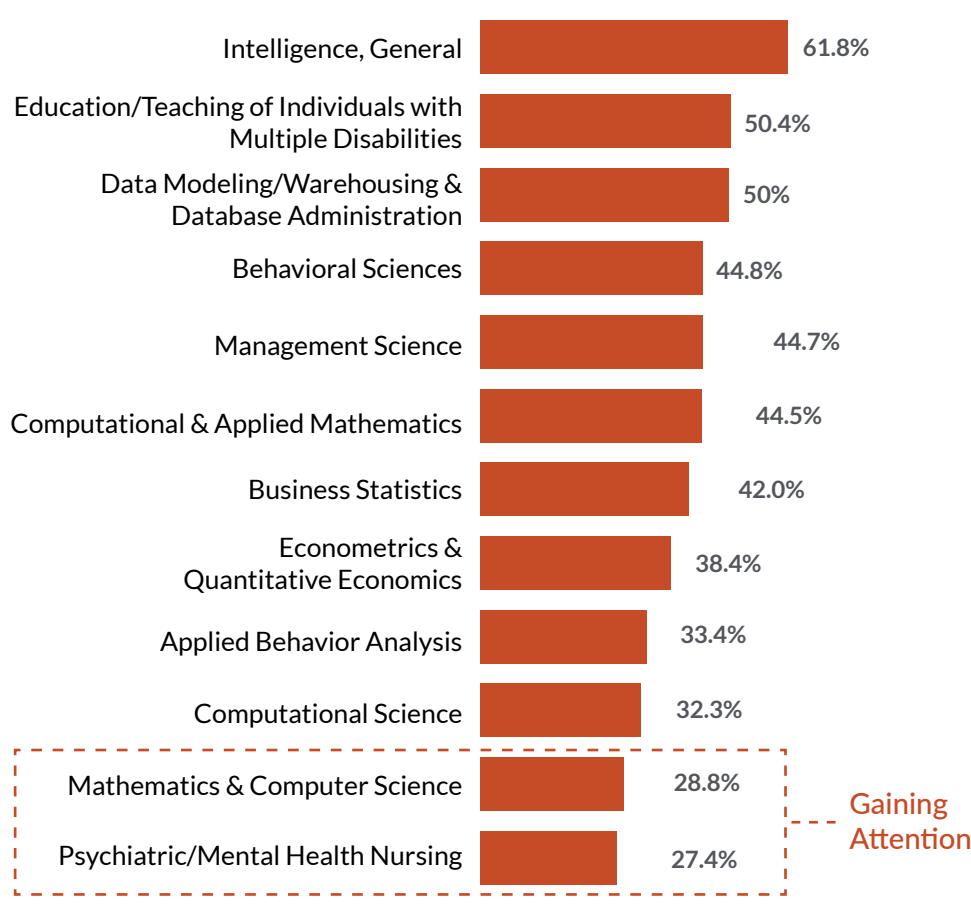
## FASTEST-GROWING DEGREE PROGRAMS

### TOP 10 BACHELOR'S DEGREE PROGRAMS



Gaining Attention

### TOP 10 MASTER'S DEGREE PROGRAMS



Gaining Attention

Highest-annualized growth rate in degree completions in the United States, 2017-2021. Source: IPEDS

## TOP OCCUPATIONS

### FASTEST-GROWING OCCUPATIONS TYPICALLY REQUIRING A BACHELOR'S OR MASTER'S DEGREE

Growth Rate and Average Annual Wage

Occupation	Degree Required	Average Wage	Growth Rate
<b>Nurse Practitioner</b>	Master's Degree	\$120,680	45.7%
<b>Data Scientist</b>	Bachelor's Degree	\$100,910	35.8%
<b>Information Security Analyst</b>	Bachelor's Degree	\$102,600	34.7%
<b>Statistician Master's</b>	Master's Degree	\$95,570	32.7%
<b>Web Developer</b>	Bachelor's Degree	\$77,030	30.3%
<b>Medical and Health Services Manager</b>	Bachelor's Degree	\$101,340	28.3%
<b>Logistician</b>	Bachelor's Degree	\$77,030	27.7%
<b>Physician Assistant</b>	Master's Degree	\$121,530	27.6%
<b>Software Developer</b>	Bachelor's Degree	\$120,730	26.0%
<b>Epidemiologist</b>	Master's Degree	\$78,830	25.8%

Fastest-growing occupations between 2021-2031 based on typical entry-level education. Source: JobsEQ, Bureau of Labor Statistics

## RAPIDLY RISING AREAS OF STUDY

### FASTEST-GROWING DEGREES

**Bachelor's Degrees PUBLIC HEALTH NURSING**  
For the third year, this program is one of the two fastest-growing bachelor's programs in the nation. The lingering impact of COVID-19 and increased attention to reducing health disparities have fueled strong student interest in public health/community nursing.

**Master's Degrees INTELLIGENCE**  
After several years of rapid growth at the undergraduate level, the intelligence field is now experiencing booming interest among graduate students.

### FASTEST-GROWING FIELDS

**Bachelor's Degrees PUBLIC SERVICE**  
Half of the nation's fastest growing undergraduate programs are in fields that would contribute to the community or public good.

**Master's Degrees DATA ANALYTICS**  
The rapid expansion of data available to organizations in support of their missions has fueled a cottage industry of analytics. Both business statistics and management science programs are developing graduates to meet this need.

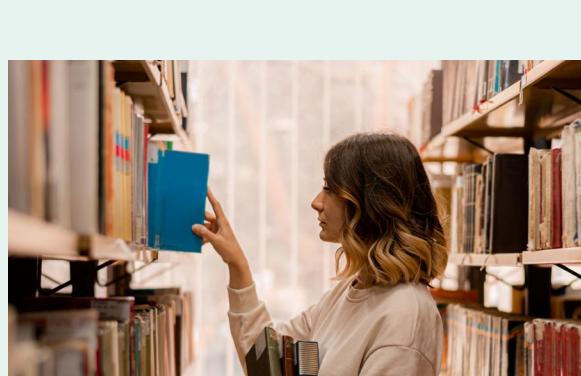
### EMERGING FIELDS

**Bachelor's Degrees PHARMACEUTICAL SCIENCES**  
With stagnating demand for PharmD programs, pharmacy schools are giving increased attention to the undergraduate student market.

**Master's Degrees HUMAN BEHAVIOR**  
The range of programs focused on human behavior speaks to student motivations and research applications to improve people's quality of life through therapeutic, business, and social science approaches.

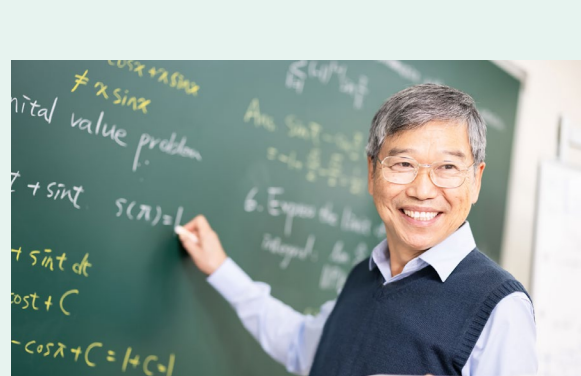
## TAKE ACTION

Use these additional resources to assess your institution's programs and investigate new ones:



### Step-by-Step Guide to a Comprehensive Academic Portfolio Review

Guide to planning a portfolio review



### Four Critical Steps to Optimize Degree Program Portfolios

A four-stage approach to developing new programs



### 2023 Trends in Higher Education

The top trends in store for this year, including degree program trends

## Is it time for a comprehensive academic portfolio review?

Find out how Hanover can help your institution optimize low-performing programs and identify new programs to maximize enrollment.