

Education*Dynamics*[®]

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The EducationDynamics eLearning IndexSM

*Prospective Student
Demand for Online Degrees*

2013 Edition

Annual EducationDynamics eLearning IndexSM

Prospective Student Demand for Online Degrees

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About EducationDynamics and Aslanian Market Research

EducationDynamics is the proven leader in helping higher education institutions find, enroll and retain students. We have maintained our industry leadership through a deeply rooted philosophy of serving our schools best by serving students first. This commitment has been at the heart of our success since we were established over a decade ago and continues today as we proudly serve more than 1,200 colleges and universities of all types and sizes.

Aslanian Market Research (AMR) (AMR) is the specialized market research division of EducationDynamics. Having advanced the success of more than 300 colleges and universities, AMR conducts adult student and online student market demand studies, institutional audits, program and marketing reviews, and professional development seminars.

The **Aslanian Online Student Market Analysis** is a service offered by AMR designed to assist colleges and universities to expand their share of the online education market. Studies build on the findings contained in the eLearning Index by offering regional demand data drawn from a set of states selected by a client college. Surveys are conducted among prospective online students who reside in selected states which surface the specific demands, preferences and decision-making patterns of individuals that a client college is most likely to attract to its online programs.

For more information on the **Online Student Market Analysis**, please visit: educationdynamics.com/market-research.

For more information about how EducationDynamics and Aslanian Market Research can assist your institution, please contact Scott Jeffe at 201-377-3332 or sjeffe@educationdynamics.com.

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EXECUTIVE SUMMARY

The 2013 EducationDynamics eLearning IndexSM represents the most comprehensive presentation of prospective student demand for online degrees available to institutions today. In this report, prospective student interest in over 3,000 degree programs offered by more than 300 accredited colleges and universities was examined to ascertain what the most popular degree programs were in 2012 (data were gathered from October 1, 2011 to September 30, 2012) and those that may offer colleges and universities unique opportunities for expansion in 2013.

Three core indices drive the analyses and resulting identification of degrees with high student interest and opportunity for growth.

The eLearning Demand Index represents the aggregate demand for a given online degree program among prospective students.

Key findings include:

- Associate level: Degrees in **business** generally, and business administration degree programs specifically, dominate demand. Degree programs in **criminal justice, accounting, medical assisting, and leadership** also demonstrate high levels of demand. These five degree areas account for 52 percent of total demand at the associate level.
- Bachelor's level: Degrees in **business** generally, and business administration degree programs in particular also dominate (34 percent of the market) demand at the Bachelor's level, albeit less so than at the associate level. Degree programs in **health administration/management, criminal justice, accounting** and **leadership** are also in high demand. These five degree areas account for 41 percent of total demand at the bachelor's level.
- Master's level: Degrees in **business** and **health professions** dominate with each commanding approximately one quarter of the Master's level market. Specifically, MBA programs lead market demand followed by degrees in **psychology, health administration, counseling** and **nursing**. These five degree areas account for 34 percent of total demand at the Master's level. The Master's level market is considerably more diverse than either the Associate or Bachelor's markets.
- Doctoral level: Degrees in **education, business and humanities/social science** fields dominate, each with more than 20 percent of the market. Interestingly, the specific program in highest demand – by a wide margin – is psychology. Degrees in **education administration, other education fields, leadership and management, and business administration** are also in relatively high demand. These five degree areas account for 47 percent of total demand at the doctoral level.

The eLearning Supply Index contextualizes Demand Index scores by taking the number of prospective students interested in various degree programs and dividing that number by the number of available/existing degree programs listed on EducationDynamics' college search portals (as a proxy for their availability generally in the market).

Degree programs with significant interest among prospective students, but relatively few programs currently available, earn the highest supply index scores.

Key findings include:

- Associate level: Degree programs in **teaching/teaching assistant, health science** and **theology/religion** comprise the top three Supply Index scores.
- Bachelor's level: Degrees in **computer systems, retail management**, and **organizational psychology** comprise the top three majors in the Supply Index.
- Master's level: Degrees in **social work, graphics/multimedia design**, and **sports and entertainment business** comprise the top three majors in the Supply Index.
- Doctoral level: Degrees in **theology/religion, nursing**, and **higher education administration** comprise the top three majors in the Supply Index.

The eLearning Growth Index represents the positive or negative growth of interest in a given online degree program area over time as indicated by the change in Demand Index scores between the last quarter of 2011 and the last quarter of 2012.

Key findings include:

- Associate level: Programs in religious studies – **Christian studies, ministry**, and **biblical studies** – demonstrate the highest rates of growth.
- Bachelor's level: Programs in **entertainment business, ministry**, and **human/computer interaction** demonstrate the highest rates of growth.
- Master's level: Programs in **education specialist, gender/diversity studies**, and **teaching mathematics** demonstrate the highest rates of growth.
- Doctoral level: Programs in **global training and development, management of engineering**, and **business administration** demonstrate the highest rates of growth.



INTRODUCTION

The EducationDynamics eLearning Indexsm is an annual online education research study analyzing aggregated data gathered from the college search websites operated by EducationDynamicsSM.

The eLearning Index presents the most comprehensive profile of prospective student demand for online degrees available today. In this report we profile prospective student interest in over 4,800 degree programs offered by more than 300 accredited colleges and universities in order to ascertain: which programs were most popular in 2012 (data was gathered between October 1, 2011 and September 30, 2012), which program areas experienced growth or contraction in interest among prospective students, and which programs may offer opportunities for expansion in 2013.

This report, for the first time, also includes a demographic profile of the typical individual enrolled in online study. We hope that these data will help colleges and universities to not only understand what they should offer, but to whom their offerings should be directed. These data were gathered in a survey conducted jointly by Aslanian Market Research and the Learning House in May 2012.

More than a decade of analysis of prospective student activity on our college search sites has resulted in a refined approach to assessing and forecasting prospective student interest in online higher education. By collecting hard data on the programs that are of highest interest among prospective online students, EducationDynamics is able to construct demand and supply gaps in the market that colleges and universities can capitalize on for program expansion.

This report is a key resource for understanding the supply and demand dynamics of the current postsecondary online education market. Schools can use such data to underpin decision making on the roll-out of new programs as well as the expansion of existing programs. Using the Index, decisions can be made based upon hard data that profile student interest and demand, market saturation (supply) and online education trends as identified on EducationDynamics' college search sites.

The data presented in this report reflect activity on our sites for Associate, Bachelor's, Master's, and Doctoral degree programs. Demand, Supply and Growth data on undergraduate certificates are presented in Appendix A, but not included in the rest of the analysis. We note that the supply element of the analysis is controlled by those online programs listed on our sites. EducationDynamics recommends using information in this report in conjunction with additional market research as necessary to support strategic decisions.

Each of the three indices provides an evaluation by degree level, by field of study and by major as they relate to demand, supply, and growth in the marketplace.

Degrees in Business and Health Professions fields continue to dominate demand at the Associate, Bachelor's and Master's levels.

METHODOLOGY

Site Activity

EducationDynamics examined prospective student interest in more than 3,000 online degree programs listed on one or more of EducationDynamics' college search portals (GradSchools.com, eLearners.com, EarnMyDegree.com, EducationConnection.com) between October 1, 2011 and September 30, 2012. For the purposes of this report, we will refer to "2012" as the timeframe of our analysis.

Degrees were categorized by level (Associate, Bachelor's, Master's, and Doctorate), across nine broad fields of study (business, computer and information science, criminal justice and law, education, engineering and science, health professions, humanities & social science, trades, and visual and performing arts) and then also by major. (See Appendix C for a full glossary of terms used in this report.)

For the purposes of our analysis, a "listing" refers to a unique degree tied to a specific institution listed on one of our portals. Identical degrees offered by different institutions were considered separate listings, as were different degrees offered by the same institution. The complete list of majors organized by their level and broad field of study can be found in Appendix A at the end of this report.

Prospective student interest and demand for online study as reported throughout this analysis is based on completed inquiries on one or more of EducationDynamics' portals. Inquiries were defined by the number of online forms (often referred to as inquiry forms or lead forms) completed for a given degree by prospective students. Inquiry forms typically require site visitors to enter identifying information including, but not limited to, name, email address, phone number, zip code and degree of interest.

Index Construction

Three core indices drive the analyses and resulting identification of degrees with high student interest and opportunity for growth:

eLearning Demand Index (eLDI)

The eLearning Demand Index represents the aggregate demand for a given degree/certificate program. The Demand Index is calculated by summing the total number of inquiries for a given degree program (major/field combination) within a degree level. Index scores for overall field of interest and degree level represent averaged index scores of the degree programs within those categories. In addition to the T-score presentation, raw scores are also presented as percentages of total demand for all subjects. (see note on the use of t-score on page 3).

eLearning Supply Index (eLSI)

Because Demand Index rankings may be biased by the number of listings for a given field of study or major, the eLearning Supply Index was developed to control for the number of listings available. Specifically, the Supply Index represents the available supply of prospective students interested in various degree programs accounting for the number of degree listings currently available.

The Supply Index is calculated by summing the number of inquiries for a given degree program and dividing each by the number of listings available within those degree programs. An average is taken of the inquiries per listing metric for each degree program. Index scores are presented as T-scores, with higher scores indicating higher demand per listing.

eLearning Growth Index (eLGI)

The eLearning Growth Index is derived by calculating the change (percent increase or decrease) over time in the number of inquiries received between the last quarter of 2011 and the last quarter of 2012. Index scores are presented as T-scores, with higher scores indicating an increase in demand.

Note on T-scores:

Index scores throughout this report employ the use of standardized T-scores that allow the reader to interpret scores uniformly throughout the document. Consider the chart to the right as a guide to the use of Index scores. Using this indexing system, throughout this report the reader can assume that scores of 50 or better in any index indicate solid demand, an advantageous supply situation or a positive growth position.

Because a similar raw score could have different meanings across index types, and because the range and mean of each index may be difficult to compare, scores were standardized to allow comparisons across index types. A T-score represents the distance of the original value from the sample distribution mean. In this case, the distance is defined by the number of standard deviations from the mean. A standard deviation represents the variability of scores in the sample and is defined by the average deviation or distance from the mean. A score above 50 indicates that the index value is above the mean and a score below 50 indicates that the value is below the mean.

eLDI:

The aggregate demand for a given degree among prospective students searching for an online program in 2012.

eLSI:

The relative demand for various degree programs accounting for both the number of individuals searching for that program in 2012 and the number of such programs available in 2012.

eLGI:

The positive or negative growth of online degree programs over time as indicated by the change in Demand Index scores from the first quarter to the last quarter of our study timeframe

Scores

High: 63+

Medium High: 50-62

Medium Low: 35-49

Low: 0-34

The eLearning Demand Index:

Online Degrees Sought by Prospective Students

The eLearning Demand Index measures aggregate prospective student interest by careful analysis of the number of inquiries for each specific field of study and degree program. High index scores identify degrees that represent the largest proportion of inquiries received on EducationDynamics' college search sites during the 12 month period of this analysis. A high Demand Index score indicates greater demand for a specific degree program relative to all other degree programs.

Field of Study

Programs were classified by nine fields of study: business, education, computer and information sciences, criminal justice and law, engineering and sciences, health professions, humanities and social sciences, trades, and visual and performing arts.

Tables 1 – 4 present Demand Index scores by field of study within each of the four degree levels. The first column of each table provides the rank, the third column provides the standardized t-score (see note about t-score on page 3), and the fourth column in each table displays the percent of that degree level's total market that the field of study commands.

Key Findings:

- At the Associate, Bachelor's, and Master's levels, programs in business dominate demand, most significantly at the Associate level. Such programs command between 25 percent and 40 percent of market demand. At the Doctoral level, programs in education and business lead demand, each with approximately one-quarter of total demand.
- Programs in health professions are ranked as the second highest demanded programs at the Associate, Bachelor's and Master's levels. Such programs command between 15 to 20 percent of total demand at each level.

Table 1: *Associate Degree Demand Index Scores by Field of Study*

Rank	Field of Study	Demand Index Score*	Percent of Associate Market
1	Business	52	41.01%
2	Health Professions	51	19.05%
3	Criminal Justice & Law	54	18.03%
4	Computer & Information Sciences	50	9.18%
5	Humanities and Social Sciences	55	8.08%
6	Education	53	2.62%
7	Engineering & Sciences	50	0.90%
8	Visual & Performing Arts	45	0.57%
9	Trades	48	0.5%

Table 2: *Bachelor's Degrees Demand Index Scores by Field of Study*

Rank	Field of Study	Demand Index Score*	Percent of Associate Market
1	Business	54	33.51%
2	Health Professions	54	16.23%
3	Computer & Information Sciences	55	14.72%
4	Criminal Justice & Law	56	14.56%
5	Humanities	56	14.49%
6	Education	52	4.48%
7	Visual & Performing Arts	54	1.80%
8	Engineering & Sciences	50	.14%
9	Trades	47	0.06%

Table 3: Master's Degree Demand Index Scores by Field of Study

Rank	Field of Study	Demand Index Score*	Percent of Master's Market
1	Business	51	25.60%
2	Health Professions	51	22.23%
3	Education	52	20.34%
4	Humanities & Social Sciences	48	18.77%
5	Criminal Justice & Law	49	6.84%
6	Computer & Information Sciences	44	5.56%
7	Engineering & Sciences	43	0.50%
8	Visual & Performing Arts	45	0.22%
9	Trades**	--	--

Table 4: : Doctoral Degree Demand Index Scores by Field of Study

Rank	Field of Study	Demand Index Score*	Percent of Master's Market
1	Business	45	29.56%
2	Health Professions	45	25.44%
3	Humanities & Social Sciences	43	20.85%
4	Health Professions	44	9.03%
5	Criminal Justice & Law	43	7.74%
6	Computer & Information Sciences	45	6.60%
7	Engineering & Sciences	43	0.54%
8	Visual & Performing Arts**	--	--
9	Trades**	--	--

**Note: eLearning Demand scores represent average T-scores of all degree programs with that degree level and field of study. Ranking is based on overall market penetration and differs from the ranking of average T-scores.*

*** There were no active Trades listings at the Master's or Doctoral level or Visual & Performing arts at the Doctoral level.*

Major

Degree programs representing as many as 250 different majors produced Demand Index scores that varied considerably. Shown in Tables 5-8 are the top 20 majors by average Demand Index score for Associate, Bachelor's, Master's and Doctoral degrees. The fourth column in each table displays the overall penetration of each field of study across all degree levels, while the fifth column in each table displays the penetration of each field of study within the specific degree level being discussed (e.g., Associate penetration). Penetration refers to the percentage of inquiries that fall into the given field or major. A complete list of the degree programs by Demand Index score can be found in Appendix A.

Key Findings:

- Degree programs in business administration are in highest demand at the Associate, Bachelor's and Master's levels, while commanding a far smaller proportion of demand at the Doctoral level.
- Degree programs in psychology are in highest demand among prospective online students seeking Doctoral level study.
- Associate level: Degrees in criminal justice, accounting, medical assisting, and leadership are also in high demand. Along with business administration, these top five degree areas account for 52 percent of total demand at the associate level.
- Bachelor's level: Degrees in health administration/management, criminal justice, accounting, and leadership are also in high demand. Along with business administration, these top five degree areas account for 41 percent of total demand at the bachelor's level.
- Master's level: Degrees in psychology, health administration, counseling, and nursing are also in high demand. Along with business administration, these top five degree areas account for 34 percent of total demand at the Master's level. The Master's level market is considerably more diverse than either the Associate or Bachelor's markets.
- Doctoral level: Degrees in education administration, other education fields, leadership, and business administration are also in relatively high demand. Along with programs in psychology, these top five degree areas account for 47 percent of total demand at the doctoral level.

Table 5: Associate Degree Majors Top 20 Demand Index Scores

Rank	Major	Demand Index Score	Overall Market Penetration	Percent of Associate Market
1	Business Administration	78	4.71%	22.33%
2	Criminal Justice	74	2.42%	11.48%
3	Accounting	72	1.50%	7.12%
4	Medical Assisting	71	1.26%	5.96%
5	Business Leadership/ Management	70	1.01%	4.81%
6	Information Technology	69	0.80%	3.81%
7	Medical Billing & Coding	68	0.76%	3.61%
8	Graphics /Multimedia Design	67	0.58%	2.77%
9	Paralegal/Legal Assisting	67	0.57%	2.68%
10	Crime Scene Investigation	67	0.56%	2.68%
11	Medical Office Management	66	0.50%	2.35%
12	Theology/Religion	66	0.49%	2.31%
13	Office Management	66	0.49%	2.31%
14	Early Childhood Education	64	0.33%	1.54%
15	General Studies	63	0.30%	1.41%
16	Liberal Arts	63	0.28%	1.34%
17	Health Information Technology	62	0.22%	1.02%
18	Health Administration/ Management	62	0.21%	1.00%
19	Nursing	62	0.21%	1.00%
20	Hospitality Management	61	0.21%	0.98%

Table 6: *Bachelor's Degree Majors Top 20 Demand Index Scores*

Rank	Major	Demand Index Score	Overall Market Penetration	Percent of Bachelor's Market
1	Business Administration	79	5.71%	9.59%
2	Health Administration/ Management	78	4.96%	8.33%
3	Criminal Justice	78	4.93%	8.27%
4	Accounting	78	4.45%	7.48%
5	Business Leadership/ Management	77	4.17%	7.00%
6	Psychology	75	2.55%	4.29%
7	Nursing	74	2.25%	3.79%
8	Information Technology	74	2.18%	3.65%
9	Early Childhood Education	73	1.81%	3.04%
10	Graphics/Multimedia Design	73	1.78%	2.99%
11	Human Services	71	1.31%	2.20%
12	Marketing/Advertising	69	0.91%	1.53%
13	Homeland Security	69	0.86%	1.44%
14	Child & Family Development	68	0.77%	1.29%
15	General Studies	68	0.71%	1.18%
16	Wellness, Exercise, & Nutrition	68	0.70%	1.18%
17	Computer Science	68	0.66%	1.10%
18	Finance	68	0.66%	1.10%
19	Web Development & Design	67	0.66%	1.06%
20	Computer Systems	67	0.63%	1.04%

Table 7: Master's Degree Majors Top 20 Demand Index Scores

Rank	Major	Demand Index Score	Overall Market Penetration	Percent of Master's Market
1	Business Administration (MBA)	68	0.70%	8.53%
2	Psychology	68	0.66%	8.04%
3	Health Administration/ Management	67	0.55%	6.75%
4	Counseling	66	0.47%	5.70%
5	Nursing	65	0.43%	5.20%
6	Curriculum & Instruction	65	0.37%	4.57%
7	Criminal Justice	64	0.32%	3.93%
8	Educational Leadership/ Administration	63	0.28%	3.39%
9	Business Leadership/ Management	63	0.27%	3.34%
10	Public Health	61	0.19%	2.36%
11	Human Services	61	0.17%	2.13%
12	Accounting	60	0.17%	2.08%
13	Information Technology	60	0.17%	2.05%
14	Early Childhood Education	60	0.16%	1.96%
15	Theology/Religion	60	0.15%	1.84%
16	Project Management	59	0.14%	1.66%
17	Marketing/Advertising	59	0.14%	1.66%
18	Special Education	59	0.13%	1.62%
19	Education (General)	59	0.13%	1.61%
20	Social Work	59	0.13%	1.57%

Table 8: *Doctoral Degree Majors Top 20 Demand Index Scores*

Rank	Major	Demand Index Score	Overall Market Penetration	Percent of Master's Market
1	Psychology	61	0.18%	14.88%
2	Educational Leadership/ Administration	59	0.12%	9.87%
3	Education (General)	58	0.11%	9.06%
4	Business Leadership/Management	57	0.09%	6.99%
5	Business Administration	56	0.08%	6.50%
6	Health Administration/Management	53	0.04%	3.24%
7	Criminal Justice	53	0.04%	3.21%
8	Law (JD)	53	0.04%	3.15%
9	Nursing	52	0.03%	2.83%
10	Special Education	51	0.03%	2.33%
11	Theology/Religion	50	0.02%	2.03%
12	Organizational Management	50	0.02%	2.01%
13	Higher Education Administration	50	0.02%	1.94%
14	Curriculum & Instruction	50	0.02%	1.83%
15	Computer Science	50	0.02%	1.81%
16	Early Childhood Education	49	0.02%	1.74%
17	Educational Technology	49	0.02%	1.49%
18	Accounting	49	0.02%	1.48%
19	Project Management	48	0.02%	1.39%
20	Sports Management	48	0.02%	1.30%

Programs in Highest Demand

Among degree programs of all levels, the top 20 programs presented below account for 50 percent of total student demand across all levels of online programs. The third column of the table below, “Overall Market Penetration,” provides percentages that reflect the total demand for each program across all available online offerings at any level.

Other Key Findings:

- Associate and Bachelor’s degrees lead demand with a heavy emphasis on Bachelor’s level study. All of the programs in highest demand are either Associate or Bachelor’s degree programs. Fourteen of the top 20 programs are Bachelor’s degrees and they collectively represent 34 percent of total market demand. Master’s in business administration programs are the highest ranked graduate degree, ranking 24th
- Business programs collectively represent the largest portion of the market. Three of the five degree programs with the highest Demand Index scores were in business fields (two of which were in business administration). Programs in business fields account for more than 25 percent of total market demand.

Table 9: Top 20 Degree Programs by Demand Index Scores

Rank	Degree Program	Demand Index Score	Overall Market Penetration
1	Bachelor's in Business Administration	79	5.71%
2	Bachelor's in Health Administration/Management	78	4.96%
3	Bachelor's in Criminal Justice	78	4.93%
4	Associate in Business Administration	78	4.71%
5	Bachelor's in Accounting	78	4.45%
6	Bachelor's in Business Leadership/Management	77	4.17%
7	Bachelor's in Psychology	75	2.55%
8	Associate in Criminal Justice	74	2.42%
9	Bachelor's in Nursing	74	2.25%
10	Bachelor's in Information Technology	74	2.18%
11	Bachelor's in Early Childhood Education	73	1.81%
12	Bachelor's in Graphic/Multimedia Design	73	1.78%
13	Associate in Accounting	72	1.50%
14	Bachelor's in Human Services	71	1.31%
15	Associate in Medical Assisting	71	1.26%
16	Associate in Business Leadership/Management	70	1.01%
17	Bachelor's in Marketing & Advertising	69	0.91%
18	Bachelor's in Homeland Security	69	0.86%
19	Associate in Information Technology	69	0.80%
20	Bachelor's in Child & Family Development	68	0.77%

The eLearning Supply Index:

Relative Interest in a Competitive Marketplace

The eLearning Supply Index measures the extent of student interest in degree programs at each levels, taking into account the number of degrees available on our college search sites in 2012 (in contrast to the Demand Index, which is an aggregate measure of student interest). High index scores represent a higher relative number of students interested in a degree program for each degree listing.

Supply Index scores are reported as standardized T-scores allowing the reader to interpret scores uniformly across all programs and across all three indices. For all three Indices, scores of 50 or higher can be considered as “good bets” – programs that demonstrate significant demand, interest, and opportunities for growth. Consider the following chart as a guide to the development of Supply Index scores.

Scores	Description of Sample Programs
High Scores 63+	Programs in which there is great interest among prospective students but relatively few programs currently available. <i>Demand significantly outpaces Supply</i>
Medium High Scores 50 – 62	Programs in which there is significant interest among prospective students but only a moderate number of programs currently available. <i>Demand moderately outpaces Supply</i>
Medium Low Scores 35 – 49	Programs in which there is some interest among prospective students and a relatively small to moderate number of programs currently available. <i>Supply moderately outpaces Demand</i>
0 – 34	Programs in which there is low interest among prospective students and a large number of programs currently available. <i>Supply significantly outpaces Demand</i>

Note: The highest Supply Index scores are earned by programs for which there is significant interest among prospective students and relatively few programs currently available. For this reason, Supply Index rankings look quite different from Demand Index rankings, due to the fact that in many cases those programs that are in highest raw demand are also offered in the greatest numbers (many business programs fall into this category).

Field of Study

Degree programs were classified into nine fields of study: business, education, computer and information sciences, criminal justice and law, engineering and sciences, health professions, humanities and social sciences, trades, and visual and performing arts. Tables 10-13 present Supply Index scores for each of the four degree levels.

Key Findings:

- **Humanities and social sciences** programs are consistently ranked among the top three fields at all four degree levels.
- Associate Level: In addition to programs in **humanities and social sciences**, programs in **education and criminal justice and law** were the fields of study earning the highest Supply Index scores.
- Bachelor's Level: In addition to programs in **humanities and social sciences**, programs in the **visual and performing arts** and **trades** were the fields of study earning the highest Supply Index scores.
- Master's Level: In addition to programs in the **humanities and social sciences**, programs in **visual and performing arts** and **health professions** were the fields of study earning the highest Supply Index scores.
- Doctoral Level: Programs in **engineering and science** fields earned the highest Supply Index scores, followed by programs in **health professions** and humanities and social sciences, which also earned high Supply Index scores.
- Programs in **engineering and science**, **visual and performing arts**, and **computer and information sciences** often (but not always) earn lower Supply Index scores than programs in other areas. This is the result of a combination of factors that include low interest in enrolling in such programs online, particularly when compared with the number of programs in such fields of study that are currently available online.

Some of the program areas that earn high Supply Index scores may appear, on first glance, to be less “online friendly” than other programs (e.g.: programs in visual and performing arts). Although this may be true in some cases, it would behoove colleges and universities to consider how such programs could be delivered online, particularly given the fact that in some cases there is proportionally more demand than the current supply can serve. We further note that in many cases entrepreneurial institutions have developed methods to offer online programs in subjects as diverse as modern dance, family counseling, phlebotomy, and sculpture – demonstrating that increasingly available and adaptable learning management and course development technology can be effectively utilized for diverse subject matter.

*Table 10: **Associate Degree** Supply Index Scores for by Field of Study*

Rank	Field of Study	Supply Index Score
1	Humanities & Social Sciences	62
2	Education	60
3	Criminal Justice & Law	56
4	Business	54
5	Engineering & Sciences	53
6	Health Professions	51
7	Computer & Information Sciences	51
8	Trades	50
9	Visual & Performing Arts	45

*Table 11: **Bachelor's Degree** Supply Index Scores by Field of Study*

Rank	Field of Study	Supply Index Score
1	Humanities & Social Sciences	58
2	Visual & Performing Arts	57
3	Trades	56
4	Health Professions	56
5	Criminal Justice & Law	56
6	Computer & Information Sciences	55
7	Education	55
8	Business	55
9	Engineering & Sciences	54

Table 12: *Master's Degree Supply Index Scores by Field of Study*

Rank	Field of Study	Supply Index Score
1	Visual & Performing Arts	49
2	Humanities & Social Sciences	49
3	Health Professions	47
4	Criminal Justice & Law	46
5	Education	46
6	Business	45
7	Engineering & Sciences	43
8	Computer & Information Sciences	43
9	Trades**	--

Table 13: *Doctoral Degree Supply Index Scores by Field of Study*

Rank	Field of Study	Supply Index Score
1	Engineering & Sciences	50
2	Health Professions	44
3	Humanities & Social Sciences	43
4	Education	42
5	Business	42
6	Computer & Information Sciences	42
7	Criminal Justice & Law	41
8	Visual & Performing Arts**	--
9	Trades**	--

** There were no active Trades listings at the Master's or Doctoral level or Visual & Performing arts at the Doctoral level.

Major

Tables 14-17 present the top 20 majors that earned the highest Supply Index score at each level of study. Degree areas that earn the highest Supply Index are most often programs that are not available in large numbers, but have a proportionally high level of interest among prospective students. A complete list of the majors by Supply Index score can be found in Appendix A.

Key Findings:

- Across all levels of study, programs related to **religion and theology** are prevalent and represent areas of online study for which there is significantly more demand than supply.
- Although business programs do not lead Supply Index scores (due to their prevalence in the online education market) they do earn Supply Index scores that put them in a strong position in the market. This is due to the fact that the supply of such programs (when marketed and configured effectively) can barely keep up with demand for such programs.
- Associate level: Degree programs in **teaching/teacher assistant, health science, theology/religion, health information technology, and liberal arts** earn the highest Supply Index scores. Programs in both liberal arts/studies and general studies are among the top 20 programs earning the highest Supply Index scores, indicating that these demand for such programs has not yet been saturated.
- Bachelor's level: Degree programs in **computer systems, retail management, organizational psychology, ministry, and crime scene investigation** earn the highest Supply Index scores.
- Master's level: Degree programs in **social work, graphics and multimedia design, sports and entertainment business, Christian leadership, and education specialist** earn the highest Supply Index scores.
- Doctoral level: Degree programs in **theology/religion, nursing, higher education administration and engineering management** earn the highest Supply Index scores.

While upon initial inspection, some of these programs may not seem particularly ideal for online delivery, in many cases entrepreneurial institutions have developed ways of offering nearly all of these programs. In other cases, scores are high for other data-driven reasons; for example, doctoral programs in eBusiness/eCommerce would earn a high Supply Index score if anyone inquired about them because it is unlikely that there would be more than a handful of programs in this discipline throughout the higher education landscape.

Table 14: Top 20 Associate Degree Major Supply Index Scores

Rank	Major	Supply Index Score
1	Teaching/Teaching Assistant	78
2	Health Sciences	78
3	Theology/Religion	74
4	Health Information Technology	73
5	Liberal Arts/Studies	72
6	Crime Scene Investigation	72
7	Biblical Studies	71
8	Business Administration	70
9	Ministry	69
10	Computer Aided Design	69
11	Office Management	68
12	Christian Studies	67
13	Psychology	67
14	Criminal Justice	67
15	Medical Transcription	66
16	General Studies	65
17	Culinary Management & Training	65
18	Communications	65
19	Business Leadership/Management	65
20	Medical Office Management	64

Table 15: Top 20 Bachelor's Degree Major Supply Index Scores

Rank	Major	Supply Index Score
1	Computer Systems	82
2	Retail Management	79
3	Organizational Psychology	76
4	Ministry	74
5	Crime Scene Investigation	72
6	Christian Counseling	71
7	Christian Studies	71
8	Child & Family Development	70
9	Business Administration	70
10	Substance Abuse	70
11	Wellness, Exercise, & Nutrition	70
12	Graphics/Multimedia Design	69
13	Counseling	69
14	Teaching (K-12)	69
15	Health Administration & Management	69
16	Accounting	68
17	Consumer Behavior	68
18	Business Leadership/Management	68
19	Construction Management	68
20	Human Services	67

Table 16: Top 20 Master's Degree Major Supply Index Scores

Rank	Major	Supply Index Score
1	Social Work	69
2	Graphics/Multimedia Design	59
3	Sports & Entertainment Business	58
4	Christian Leadership	58
5	Education Specialist	57
6	Writing	56
7	General Arts	54
8	Health Psychology	54
9	Environmental Sciences	54
10	Business Administration (MBA)	54
11	Counseling	53
12	Library/Resource Management	53
13	Mathematics	53
14	Theology/Religion	53
15	Pastoral Ministry	53
16	Security & Safety Leadership	53
17	Child & Family Development	52
18	Paralegal/Legal Assisting	52
19	Law Enforcement, Policing & Investigation	52
20	Human Services	52

Table 17: Top 20 Doctoral Degree Major Supply Index Scores

Rank	Major	Supply Index Score
1	Theology & Religion	61
2	Nursing	52
3	Higher Education Administration	51
4	Engineering Management	50
5	Applied Computer Science	50
6	Management of Engineering & Technology	50
7	Physical Therapy	49
8	Law	48
9	Sports Management	48
10	Educational Leadership/Administration	48
11	eBusiness & eCommerce	47
12	Business Leadership/Management	46
13	Early Childhood Education	46
14	Wellness, Exercise, & Nutrition	45
15	Psychology	45
16	Business Administration	45
17	Educational Technology	45
18	Special Education	45
19	Criminal Justice	45
20	General Studies	45

Programs With Highest Supply Index Scores

Table 18 presents the 20 programs across all types and levels that earned the highest Supply Index score. All of the programs are Associate and Bachelor's degrees. The highest ranked graduate level program was the Master's in social work, but is ranked number 25. The list is strong in faith-based and health professions programs, including degrees in theology and religion, ministry, Christian counseling, and Christian studies.

Table 18: Top 20 Degree Programs by Supply Index Score

Rank	Major	Supply Index Score
1	Bachelor's in Computer Systems	82
2	Bachelor's in Retail Management	79
3	Associate in Teaching/Teacher Assistant	78
4	Associate in Health Sciences	78
5	Bachelor's in Organizational Psychology	76
6	Associate in Theology/Religion	74
7	Bachelor's in Ministry	74
8	Associate in Health Information Technology	73
9	Bachelor's in Crime Scene Investigation	72
10	Associate in Liberal Arts	72
11	Associate in Crime Scene Investigation	72
12	Bachelor's in Christian Counseling	71
13	Bachelor's in Christian Studies	71
14	Associate in Biblical Studies	71
15	Bachelor's in Child & Family Development	70
16	Associate in Business Administration	70
17	Bachelor's in Business Administration	70
18	Bachelor's in Substance Abuse	70
19	Bachelor's in Wellness, Exercise, & Nutrition	70
20	Bachelor's in Graphic/Multimedia Design	69

The eLearning Growth Index:

Trends in Demand for Online Degrees

The eLearning Growth Index measures the growth or contraction of interest in a particular degree between the first quarter and the last quarter of our study timeframe as measured by changes in Demand Index scores. Programs with high Growth Index scores represent opportunities for institutions looking for new programs to consider rolling out in the near future.

Growth Index scores are again presented as T-scores. T-scores of 50 or higher represent at least moderately high growth, while T-scores of 49 or lower represent moderately low or low growth.

Field of Study

Tables 19-22 present Growth Index scores for each of the nine primary fields of study (Business, Computer and Information Sciences, Criminal Justice and Law, Education, Engineering and Sciences, Health Professions, Humanities and Social Sciences, Trades, and Visual and Performing Arts) for each level of study (Associate, Bachelor's, Master's, and Doctoral).

Key Findings:

- Standardized T-scores show Growth Index scores that in almost every case fall into our “medium high” category (see descriptions on page 3). This indicates that while demand remains high, interest in online study at all levels did not vary at a significant level. This is consistent with other findings in the market.
- There has been a modest growth in interest for degree programs in education-related fields at all degree levels. This represents an opportunity for institutions that serve teachers and administrators who more and more often seek online rather than classroom study.

Table 19: Associate Degree Growth Index Scores by Field of Study

Rank	Field of Study	Growth Index Score
1	Engineering & Sciences	55
2	Trades	54
3	Education	53
4	Visual & Performing Arts	52
5	Health Professions	52
6	Business	51
7	Criminal Justice & Law	51
8	Computer & Information Sciences	50
9	Humanities & Social Sciences	45

Table 20: Bachelor's Degree Growth Index Scores by Field of Study

Rank	Major	Growth Index Score
1	Visual & Performing Arts	53
2	Trades	53
3	Computer & Information Sciences	52
4	Education	52
5	Criminal Justice & Law	52
6	Humanities & Social Sciences	52
7	Business	51
8	Engineering & Sciences	50
9	Health Professions	49

Table 21: Master's Degree Growth Index Scores by Field of Study

Rank	Major	Growth Index Score
1	Education	52
2	Visual & Performing Arts	50
3	Criminal Justice & Law	49
4	Computer & Information Sciences	49
5	Engineering & Sciences	47
6	Health Professions	45
7	Business	45
8	Humanities & Social Sciences	44
9	Trades**	--

Table 22: Doctoral Degree Growth Index Scores by Field of Study

Rank	Major	Growth Index Score
1	Education	52
2	Business	52
3	Computer & Information Sciences	51
4	Humanities & Social Sciences	50
5	Health Professions	48
6	Criminal Justice & Law	46
7	Engineering & Sciences	40
8	Visual & Performing Arts**	--
9	Trades **	--

**** There were no active trades listings at the Master's or Doctoral level or visual & performing arts at the Doctoral level.**

Major

Tables 23-26 present the top 20 majors at each level of study (Associate, Bachelor's, Master's, and Doctoral) that demonstrated the most growth in interest among prospective online students in 2012.

Key Findings:

- The programs that demonstrate the single largest increases in interest in 2012 were **education specialist** Master's degree programs and Bachelor's degrees in **entertainment business** and **ministry**.
- Associate level: Degree programs in religious studies – **Christian studies, ministry, and biblical studies** – demonstrate the three highest rates of growth in 2012. **Paramedic** and **teaching/teacher assistant** programs rounded out the top five growth areas.
- Bachelor's level: Degree programs in **entertainment business, ministry, and human/computer interaction** demonstrate the highest rates of growth. Programs in **illustration** and **online communities** round out the top five growth areas.
- Master's level: **Education specialist** degree programs as well as programs in **gender/diversity studies, teaching mathematics, sports and entertainment business, and electrical engineering** round out the top five growth areas.
- Doctoral level: Degree programs in **global training and development, management of engineering, and business administration** demonstrate the highest rates of growth. Programs in **operations management** and **health psychology** round out the top five growth areas.

Table 23: Top 20 Associate Degree Majors Growth Index Scores

Rank	Major	Growth Index Score
1	Christian Studies	65
2	Ministry	64
3	Biblical Studies	64
4	Paramedic & Emergency Medical Technology	63
5	Teaching/Teacher Assistant	62
6	Healthcare Diagnostics	62
7	Wellness, Exercise, & Nutrition	61
8	Office Management	60
9	General Studies	59
10	Retail Management	58
11	Electronics & Electrical Engineering	58
12	Automotive Technology	57
13	Human Resource Management	57
14	Database Administration	57
15	Criminal Justice Administration	57
16	Dental Assisting	56
17	Electrical Technician	56
18	Audio Production	56
19	Technology Management	56
20	HVAC Technology	56

Table 24: Top 20 Bachelor's Degree Majors Growth Index Scores

Rank	Major	Growth Index Score
1	Entertainment Business	66
2	Ministry	66
3	Human/Computer Interaction	62
4	Illustration	61
5	Managing Online Communities	61
6	Audio Production	61
7	Retail Management	60
8	Instructional Technology	60
9	Legal Issues in Business	59
10	Fashion Merchandising	59
11	Wellness, Exercise, & Nutrition	58
12	General Arts	58
13	Social & Community Services	58
14	Emergency Management	57
15	Forensic Accounting	57
16	Culinary Management & Training	57
17	Interdisciplinary Studies	57
18	Applied Behavioral Science	57
19	Human Services Administration	56
20	Customer Service Management	56

Table 25: Top 20 Master's Degree Majors Growth Index Scores

Rank	Major	Growth Index Score
1	Education Specialist	69
2	Gender Diversity Studies	63
3	Teaching Mathematics	62
4	Sports & Entertainment Business	61
5	Electrical Engineering	61
6	Teaching Science	60
7	Sociology	59
8	Organizational Psychology	58
9	Urban Ministry	58
10	Child & Adolescent Psychology	57
11	Youth Ministry	57
12	Christian Studies	57
13	English as a Second Language (ESL)	57
14	Health Services	56
15	Instructional Technology	56
16	Management Info Systems	56
17	Databases	56
18	Forensic Psychology	55
19	IT Management	55
20	Graphics/Multimedia Design	55

Table 26: Top 20 *Doctoral Degree Majors* Growth Index Scores

Rank	Major	Growth Index Score
1	Global Training & Development	62
2	Management of Engineering & Technology	60
3	Business Administration	60
4	Operations Management	60
5	Health Psychology	59
6	Health Services	59
7	Education Specialist Program	57
8	Computer Networking & Information Systems Security	57
9	Accounting	56
10	Project Management	56
11	Child & Adolescent Psychology	55
12	International Business	55
13	Early Childhood Education	54
14	Leadership & Management	54
15	Human Resources	54
16	Higher Education	54
17	Curriculum & Instruction	54
18	Public Administration	54
19	Organizational Management	53
20	Gender Diversity Studies	53

High Growth Programs

Among online programs at all levels, Education Specialist Master's level programs demonstrate the greatest growth in interest in 2012. Bachelor's programs in entertainment business also experienced significant growth. Beyond these two programs, four degree programs in fields related to religious studies (Bachelor's in Ministry, Associate in Christian Studies, Associate in Ministry, and Associate in Biblical Studies) are among the 10 programs with the highest increases in Growth Index scores. This indicates a potentially robust market for programs in religiously related topics and one that institutions that are ready to offer such programs could grow enrollments. A complete list of degree programs by Growth Index score is available in Appendix A.

Table 27: Top 20 Growth Index Score Programs

Rank	Major	Growth Index Score
1	Master's in Education Specialist	69
2	Bachelor's in Entertainment Business	66
3	Bachelor's in Ministry	66
4	Associate in Christian Studies	65
5	Associate in Ministry	64
6	Associate in Biblical Studies	64
7	Master's in Gender Diversity Studies	63
8	Associate in Paramedic & Emergency Medical Technology	63
9	Associate in Teaching K12	62
10	Doctorate in Global Training & Development	62
11	Bachelor's in Human Computer Interaction	62
12	Associate in Healthcare Diagnostics	62
13	Master's in Teaching Mathematics	62
14	Bachelor's in Illustration	61
15	Master's in Sports & Entertainment Business	61
16	Bachelor's in Online Communities	61
17	Associate in Wellness, Exercise, & Nutrition	61
18	Bachelor's in Audio Production	61
19	Master's in Electrical Engineering	61
20	Associate in Office Management	60

Online Student Profile

In the tables and charts below, we offer a demographic profile of individuals who were actually enrolled in an online degree or certificate program between 2010 and 2012 or plan to do so in the next year. This profile data emanates from a national study conducted by Aslanian Market Research and The Learning House in the spring of 2012. The study screened in 1,500 individuals, drawn randomly from across the nation, who either were currently enrolled in a fully online degree or certificate program or had been enrolled in such a program in the last three years. Data are presented for undergraduate-level (degree and certificate) and graduate-level (degree and certificate) respondents, but does not include specific profile data on certificate students at each level.

In general, online Students nationwide most often are:

Caucasian females about 33 years of age who were not the first in their family to attend college and typically have a total family income of about \$66,500. They are employed full time by an employer that offers tuition reimbursement.

About 25 percent of undergraduate online students had already earned a bachelor's degree or more before they had most recently enrolled in undergraduate study and about 35 percent of graduate online students had already earned a master's degree or more before they had most recently enrolled in graduate study.

Online students most often use student loans and other financial aid to pay for courses (31%), followed by personal funds (28%), or a combination of personal funds and student loans/other financial aid (21%).

The full Online College Students 2012 report, including specific information on topics of study, preferred format of study, preferred institutions, and much more is available by contacting Scott Jeffe at 201/377-3332 or sjeffe@educationdynamics.com

In the tables below we present the detailed findings of each question related to the demographic profile of online students nationwide:

Gender	Percent of Online Students		
	All	Undergraduate	Graduate
Female	70%	74%	66%
Male	30	26	34
Ethnicity			
Caucasian	62%	65%	58%
African American	19	19	18
Asian or Pacific Islander	9	5	13
Hispanic	8	8	9
Native American	1	1	--
From another background	1	2	1
Age When Last Enrolled			
18 to 24	24%	29%	19%
25 to 29	15	13	18
30 to 34	15	13	16
35 to 39	13	12	14
40 to 44	11	12	11
45 to 49	10	10	10
50 to 54	8	8	8
55+	4	4	4

First in Family to Attend College	Percent of Online Students		
	All	Undergraduate	Graduate
No	63%	61%	64%
Yes	37	39	36
Total Household Income			
Under \$25,000	11%	18%	4%
25,000-39,999	14	20	8
40,000-54,999	15	15	14
55,000-69,999	13	12	13
70,000-84,999	11	10	13
85,000-99,999	9	7	12
100,000-114,999	8	6	9
115,000-129,999	3	2	5
130,000-149,999	3	2	4
150,000 or more	6	4	10
Prefer not to say	7	5	8
Highest Level of Education			
High school diploma/GED (or less)	6%	12%	--
One or two years of college, but no associate's degree	17	33	--
Associate's degree	8	16	--
Three or four years of college, but no bachelor's degree	9	17	--
Bachelor's degree	30	15	47%
Some graduate courses but no master's degree	11	4	18
Master's degree	12	3	23
Some graduate courses beyond a master's degree, but no doctorate	4	1	6
Doctorate	3	--	5
Methods of Payment for Courses			
Personal funds only	28	25	30
Personal funds & student loans/other financial aid	21	22	20
Personal funds, loans and private scholarships	8	6	9
Personal funds and employer tuition assistance	8	4	12
Employer tuition assistance only	4	4	4

Employment Status	Percent of Online Students		
	All	Undergraduate	Graduate
Employed full time	60%	48	73
Employed part time	20	24	16
Not employed, but looking	12	16	7
Not employed and not looking	7	11	4
Retired	1	2	1
Employer Offers Tuition Reimbursement			
Yes	81%	82%	81%
No	7	8	7
Don't know	11	10	12

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Annual EducationDynamics eLearning IndexSM Appendix

Appendix A:

EducationDynamics eLearning Index Scores By Degree Level, Field of Study & Major Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business	Accounting	1.50%	7.12%	72	3	61	31	50	77
	Applied Management	0.01%	0.03%	44	84	51	63	45	101
	Business Administration	4.71%	22.33%	78	1	70	8	51	62
	Business Leadership/Management	1.01%	4.81%	70	5	65	19	52	54
	Culinary Management & Training	0.21%	0.98%	61	21	65	17	53	43
	Customer Service	0.02%	0.09%	49	61	52	54	50	78
	Customer Service Management	0.04%	0.20%	53	46	60	35	56	23
	Entrepreneurship	0.13%	0.63%	59	30	61	30	53	46
	Event Management	0.03%	0.13%	51	56	56	43	53	44
	Fashion Merchandising	0.03%	0.15%	52	55	47	78	54	29
	Finance	0.02%	0.11%	50	58	47	80	54	40
	Hospitality Management	0.21%	0.98%	61	20	59	36	52	53
	Human Resource Management	0.02%	0.07%	48	63	48	72	57	13
	Human Resources	0.04%	0.18%	53	49	50	65	48	91
	Marketing/Advertising	0.05%	0.22%	54	44	48	73	51	70
	Office Management	0.49%	2.31%	66	13	68	11	60	8
	Operations Management	0.00%	0.01%	38	102	42	92	52	57
	Organizational Management	0.01%	0.03%	44	83	51	62	42	106
	Property Management	0.00%	0.01%	37	107	39	101	51	66
	Retail & Merchandising	0.04%	0.17%	52	53	64	24	47	96
	Retail Management	0.00%	0.01%	38	103	42	95	58	10
	Small Business Management	0.01%	0.05%	46	74	48	70	50	76
	Specialized Sales	0.01%	0.03%	43	89	49	66	53	41
	Sports Management	0.07%	0.35%	56	36	58	37	54	39
	Supply Chain Management	0.00%	0.01%	35	108	37	104	31	109
Total		8.65%	41.01%						

Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Computer & Information Sciences	Computer Networking & Information Systems Security	0.01%	0.03%	43	88	44	31	50	47
	Computer Science	0.08%	0.39%	57	33	58	63	45	79
	Database Administration	0.00%	0.02%	41	95	46	8	51	14
	Game Design	0.00%	0.00%	33	111	33	19	52	95
	Graphics /Multimedia Design	0.58%	2.77%	67	8	62	17	53	84
	Information Systems	0.04%	0.18%	52	51	51	54	50	89
	Information Technology	0.80%	3.81%	69	6	64	35	56	102
	IT Support	0.04%	0.18%	53	48	55	30	53	32
	Network Admin & Security	0.04%	0.20%	53	47	54	43	53	83
	Networking	0.07%	0.33%	56	37	51	78	54	27
	Networks	0.01%	0.06%	47	70	46	80	54	97
	Programming	0.04%	0.18%	53	49	53	36	52	98
	Quantitative Management	0.00%	0.01%	39	101	43	72	57	104
	Software Development	0.01%	0.07%	47	69	47	65	48	59
	Technology	0.00%	0.02%	41	93	47	73	51	100
	Technology Management	0.01%	0.05%	45	77	53	11	60	19
	Web Development & Design	0.19%	0.89%	61	25	57	92	52	82
	Total	1.94%	9.18%						

Percent across all four levels of study.” which corresponds to the “” in “Total Market Penetration

Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Criminal Justice & Law	Court Reporting	0.01%	0.03%	43	86	41	96	50	73
	Crime Scene Investigation	0.56%	2.68%	67	10	72	6	49	85
	Criminal Justice	2.42%	11.48%	74	2	67	14	47	94
	Criminal Justice Administration	0.02%	0.08%	49	62	52	55	57	15
	Fire Science	0.01%	0.05%	46	72	54	46	53	42
	Homeland Security	0.14%	0.67%	59	29	64	25	49	88
	Law	0.02%	0.10%	50	59	60	33	51	63
	Law Enforcement/Policing & Investigation	0.00%	0.02%	41	94	41	97	56	21
	Legal Studies	0.01%	0.06%	46	71	55	45	51	58
	Paralegal/ Legal Assisting	0.57%	2.68%	67	9	57	41	48	90
	Public Safety & Security	0.04%	0.17%	52	52	49	68	48	93
Total		3.80%	18.03%						
Education	Early Childhood Education	0.33%	1.54%	64	14	64	23	50	81
	Education (General)	0.03%	0.16%	52	54	63	26	52	52
	Library /Resource Management	0.00%	0.01%	34	110	35	110	46	99
	Teaching/Teaching Assistant	0.19%	0.91%	61	23	78	1	62	5
Total		0.55%	2.62%						
Engineering & Sciences	Computer Aided Design (CAD)	0.19%	0.88%	61	26	69	10	51	60
	Electronics & Electrical Engineering	0.00%	0.02%	39	100	38	103	58	11
Total		0.19%	0.90%						

Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Health Professions	Anesthesiology	0.00%	0.02%	40	99	36	107	54	33
	Cardiovascular Technology	0.02%	0.07%	48	64	51	59	54	28
	Clinical Laboratory Science	0.00%	0.02%	41	98	37	106	54	30
	Dental Assisting	0.01%	0.03%	44	85	39	102	56	16
	Emergency Management	0.00%	0.01%	37	106	35	109	53	45
	Health Administration/ Management	0.21%	1.00%	62	18	58	38	54	38
	Health Informatics	0.07%	0.32%	56	38	52	57	55	26
	Health Information Technology	0.22%	1.02%	62	17	73	4	38	107
	Health Sciences	0.19%	0.90%	61	24	78	2	32	108
	Healthcare Diagnostics	0.00%	0.01%	38	104	41	98	62	6
	Massage Therapy	0.01%	0.05%	46	73	43	91	51	69
	Medical Assisting	1.26%	5.96%	71	4	62	27	52	50
	Medical Billing & Coding	0.76%	3.61%	68	7	64	22	51	65
	Medical Informatics	0.16%	0.78%	60	27	60	32	48	92
	Medical Office Management	0.50%	2.35%	66	11	64	20	50	80
	Medical Transcription	0.14%	0.68%	60	28	66	15	51	61
	Nursing	0.21%	1.00%	62	19	57	40	45	103
	Occupational Therapy	0.00%	0.02%	41	97	37	105	52	55
	Paramedic & Emergency Medical Technology	0.00%	0.02%	41	96	41	100	63	4
	Pharmacy Technology	0.07%	0.31%	55	39	50	64	54	36
	Physical Therapy	0.01%	0.07%	47	67	47	76	50	71
	Radiology	0.01%	0.04%	45	80	52	56	52	51
	Radiology Technology	0.01%	0.05%	46	76	44	86	54	37
	Respiratory Therapy	0.01%	0.04%	44	82	42	94	50	74
	Surgical Technology	0.06%	0.29%	55	41	53	50	54	34
	Ultrasound/Sonography Technologies	0.05%	0.26%	54	42	54	47	53	48
	Veterinary Technology	0.01%	0.07%	47	68	45	85	55	25
	Wellness, Exercise, & Nutrition	0.01%	0.04%	44	81	51	58	61	7
Total		4.02%	19.05%						

Percent across all four levels of study.” which corresponds to the “” in “Total Market Penetration

Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Humanities & Social Sciences	Biblical Studies	0.08%	0.38%	56	35	71	7	64	3
	Christian Studies	0.05%	0.24%	54	43	67	12	65	1
	Communications	0.12%	0.58%	59	31	65	18	55	24
	Environmental Sciences	0.01%	0.04%	45	79	46	82	56	22
	General Studies	0.30%	1.41%	63	15	65	16	59	9
	History	0.00%	0.01%	38	105	41	99	-10	111
	Human Services	0.20%	0.95%	61	22	62	28	50	75
	Liberal Arts	0.28%	1.34%	63	16	72	5	44	105
	Ministry	0.06%	0.31%	55	40	69	9	64	2
	Political Science/Government	0.01%	0.03%	43	90	49	69	-3	110
	Psychology	0.10%	0.48%	58	32	67	13	52	56
	Theology/Religion	0.49%	2.31%	66	12	74	3	49	87
	Total	1.70%	8.08%						
Trades	Automotive Technology & Mechanics	0.02%	0.11%	50	57	49	67	57	12
	Cosmetology and Esthetics	0.01%	0.03%	42	91	43	90	50	72
	Electrical Technician	0.01%	0.07%	47	66	47	75	56	17
	HVAC Technology	0.01%	0.04%	45	78	46	81	56	20
	Pastry/Dessert Arts	0.04%	0.21%	53	45	60	33	52	49
	Salon Management/Instruction	0.02%	0.09%	49	60	53	52	51	64
	Total	0.12%	0.55%						

Associate Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Visual & Performing Arts	Audio Production	0.01%	0.03%	43	87	44	87	56	18
	Design	0.01%	0.02%	42	92	42	93	51	67
	Fashion	0.02%	0.07%	48	65	48	74	49	86
	Film, Video & Photographic Arts	0.08%	0.38%	57	34	53	49	54	31
	General Arts	0.00%	0.01%	34	109	35	108	54	35
	Interior Design	0.01%	0.05%	46	74	48	70	51	68
Total		0.12%	0.57%						

Percent across all four levels of study." which corresponds to the "" in "Total Market Penetration

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business	Accounting	4.45%	7.48%	78	4	68	16	52	84
	Applied Management	0.00%	0.01%	40	154	40	163	44	161
	Business Administration	5.71%	9.71%	68	1	70	9	54	57
	Business Information Systems	0.03%	0.05%	51	115	50	111	45	160
	Business Leadership/Management	4.17%	7.00%	77	5	68	18	50	126
	Business Sustainability	0.00%	0.01%	40	156	45	143	46	155
	Construction Management	0.17%	0.28%	60	57	68	19	50	124
	Culinary Management & Training	0.09%	0.15%	57	76	63	49	57	16
	Customer Service	0.03%	0.05%	52	108	52	106	35	168
	Customer Service Management	0.04%	0.06%	52	105	55	92	56	20
	Entertainment Business	0.05%	0.08%	53	97	66	28	66	1
	Entrepreneurship	0.52%	0.88%	66	23	65	34	54	45
	Fashion Merchandising	0.29%	0.48%	63	41	63	46	59	10
	Finance	0.66%	1.10%	68	18	59	68	54	55
	Forensic Accounting	0.01%	0.01%	42	146	49	121	57	15
	Green & Sustainable Management	0.00%	0.00%	37	164	40	161	51	111
	Hospitality Management	0.22%	0.38%	62	48	58	78	54	49
	Human Resource Management	0.50%	0.83%	66	24	60	60	53	58
	Human Resources	0.29%	0.48%	63	40	54	97	52	82
	International Business	0.19%	0.32%	61	52	56	86	54	51
	Marketing/Advertising	0.91%	1.61%	61	12	62	55	54	40
	Operations Management	0.18%	0.30%	61	54	58	73	54	33
	Organizational Development	0.07%	0.11%	56	85	60	58	55	26
	Organizational Management	0.04%	0.07%	53	100	45	142	49	128
	Project Management	0.44%	0.73%	65	29	58	76	51	105
	Public Relations	0.01%	0.02%	45	134	43	154	54	38
	Real Estate	0.08%	0.14%	57	77	56	84	53	60
	Retail & Merchandising	0.01%	0.02%	45	133	53	100	45	159
	Retail Management	0.21%	0.36%	62	49	79	2	60	7
	Risk Management	0.01%	0.01%	44	139	39	165	50	114

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business (cont.)	Service Management	0.00%	0.01%	40	158	44	149	46	152
	Small Business Management	0.03%	0.04%	50	117	50	117	40	165
	Specialized Sales	0.00%	0.01%	40	158	44	149	49	135
	Sports & Entertainment Business	0.17%	0.29%	51	56	55	94	50	120
	Sports Management	0.13%	0.22%	59	65	52	103	48	144
	Supply Chain Management	0.12%	0.20%	59	66	59	67	53	68
	Technical Communication	0.00%	0.00%	35	166	37	166	52	73
Total		19.82%	33.49%						

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Computer & Information Sciences	Technology Management	0.23%	0.39%	53	46	50	119	49	127
	Web Development & Design	0.63%	1.06%	67	19	62	56	51	94
	Total	8.77%	14.74%						
Criminal Justice & Law	Corrections	0.47%	0.78%	66	26	67	23	52	88
	Crime Scene Investigation	0.40%	0.66%	65	32	72	5	51	101
	Criminal Justice	4.93%	8.27%	78	3	67	21	51	109
	Criminal Justice Administration	0.12%	0.20%	58	67	58	79	56	22
	Criminology & Criminal Psychology	0.27%	0.45%	63	43	66	30	55	31
	Fire & Law Enforcement	0.01%	0.01%	43	144	44	151	51	100
	Fire Science	0.02%	0.04%	49	124	60	61	53	70
	Forensic Psychology	0.01%	0.02%	45	132	44	147	56	21
	Forensic Sciences	0.28%	0.48%	63	42	60	59	51	98
	Homeland Security	0.86%	1.44%	69	13	63	47	50	115
	Juvenile Justice	0.11%	0.18%	58	69	64	40	51	99
	Law	0.04%	0.06%	52	104	55	89	51	96
	Law Enforcement/ Policing & Investigation	0.45%	0.75%	66	27	67	25	53	61
	Legal Issues in Business	0.00%	0.00%	33	170	34	170	59	9
	Legal Studies	0.16%	0.27%	60	58	54	96	50	119
	Military Studies	0.01%	0.01%	43	143	44	148	49	133
	Paralegal /Legal Assisting	0.48%	0.81%	66	25	65	35	48	142
	Public Safety & Security	0.07%	0.12%	56	84	45	140	46	156
	Security	0.00%	0.00%	38	161	42	158	43	162
	Security Management	0.01%	0.02%	42	130	43	153	54	37
	Total	8.67%	14.57%						

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Education	Adult Education Administration	0.05%	0.08%	53	96	60	57	50	117
	Curriculum & Instruction	0.07%	0.12%	56	80	64	39	55	30
	Distance Education	0.01%	0.01%	44	136	46	138	48	145
	Early Childhood Education	1.81%	3.04%	73	9	65	33	51	104
	Education & Public Policy	0.11%	0.18%	58	70	64	42	54	48
	Elementary Education	0.20%	0.34%	61	50	64	45	53	71
	English as a Second Language (ESL)	0.00%	0.01%	41	153	46	135	47	148
	Education (General)	0.05%	0.08%	53	95	49	120	49	130
	Instructional Technology	0.01%	0.02%	46	131	48	127	60	8
	Teaching (K-12)	0.12%	0.20%	54	92	45	139	48	140
Engineering & Sciences	Library/Resource Management	0.01%	0.01%	42	147	49	122	49	137
	Secondary Education	0.07%	0.12%	56	81	58	72	54	42
	Special Education	0.09%	0.15%	57	75	58	71	52	76
	Teaching Language	0.02%	0.04%	45	122	50	110	51	103
	Teaching Mathematics	0.02%	0.04%	50	119	55	87	55	24
	Teaching Science	0.02%	0.03%	49	125	50	115	53	62
	Total	2.66%	4.48%						
	Aviation	0.02%	0.03%	49	126	47	133	50	122
	Computer Aided Design (CAD)	0.02%	0.04%	50	120	55	88	49	129
	Engineering	0.04%	0.06%	52	103	59	70	51	90
Total	Physical Sciences	0.01%	0.01%	44	137	51	108	50	116
	Total	0.09%	0.15%						

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Health Professions	Alternative Medicine	0.14%	0.24%	59	63	62	53	54	35
	Child & Family Welfare	0.01%	0.01%	43	142	50	113	54	54
	Clinical Laboratory Science	0.01%	0.01%	42	149	43	156	53	59
	Counseling	0.20%	0.34%	61	51	69	13	54	56
	Emergency Management	0.16%	0.26%	60	60	63	48	57	14
	Geriatrics/Gerontology	0.07%	0.12%	56	83	52	102	53	63
	Health Administration/ Management	4.96%	8.33%	78	2	69	15	50	113
	Health Care Studies	0.01%	0.01%	42	151	48	132	49	131
	Health Informatics	0.21%	0.39%	55	47	59	69	37	167
	Health Information Technology	0.01%	0.01%	42	148	48	123	49	132
	Health Sciences	0.57%	0.96%	67	22	64	41	49	134
	Health Services	0.15%	0.25%	60	62	52	105	45	158
	Health Specialties	0.05%	0.14%	53	78	65	36	46	153
	Medical Informatics	0.04%	0.06%	53	102	48	125	50	118
	Medical Office Management	0.01%	0.01%	42	150	48	128	54	47
	Medical Sonography	0.00%	0.01%	40	157	45	143	52	86
	Nursing	2.25%	3.79%	74	7	67	26	48	139
	Public Health	0.02%	0.03%	48	128	48	129	33	169
	Radiology	0.02%	0.04%	50	121	55	90	51	112
	Respiratory Therapy	0.00%	0.00%	34	169	35	169	48	141
	Ultrasound & Sonography Technologies	0.04%	0.06%	52	106	58	75	52	81
	Wellness, Exercise, & Nutrition	0.70%	1.18%	68	16	70	11	58	11
Total		9.62%	16.23%						

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Humanities & Social Sciences	Applied Behavioral Science	0.00%	0.00%	38	162	41	159	57	18
	Business Communications	0.29%	0.49%	49	38	48	126	53	65
	Child & Adolescent Psychology	0.03%	0.05%	51	111	57	81	52	87
	Child & Family Development	0.77%	1.29%	68	14	70	8	52	75
	Christian Counseling	0.18%	0.30%	61	55	71	6	33	170
	Christian Studies	0.43%	0.72%	65	30	71	7	54	44
	Communications	0.06%	0.10%	55	90	48	130	45	157
	Consumer Behavior	0.06%	0.10%	55	89	68	17	51	89
	Economics	0.04%	0.07%	53	101	46	135	49	138
	English	0.26%	0.43%	63	45	59	65	51	97
	Environmental Policy	0.04%	0.07%	53	99	54	98	50	125
	Environmental Sciences	0.05%	0.09%	54	93	52	104	53	67
	General Studies	0.71%	1.18%	68	15	67	24	54	52
	History	0.10%	0.17%	58	72	50	114	51	108
	Human Development	0.03%	0.05%	51	115	56	85	54	34
	Human Services	1.31%	2.20%	71	11	67	20	53	66
	Human Services Administration	0.00%	0.00%	37	163	41	160	56	19
	Interdisciplinary Studies	0.01%	0.01%	43	145	40	162	57	17
	Liberal Arts	0.36%	0.61%	64	35	62	54	51	106
	Mathematics	0.03%	0.04%	50	117	50	117	52	74
	Ministry	0.12%	0.20%	58	68	74	4	66	2
	Organizational Psychology	0.15%	0.26%	60	61	76	3	47	151
	Political Science/Government	0.06%	0.09%	54	91	45	146	47	146
	Psychology	2.55%	4.29%	75	6	64	43	52	78
	Public Administration	0.05%	0.08%	54	94	48	131	52	77
	Social & Community Services	0.01%	0.01%	44	140	51	109	58	13
	Sociology	0.13%	0.23%	59	64	50	116	50	121
	Substance Abuse	0.36%	0.61%	64	34	70	10	55	29
	Theology/Religion	0.34%	0.57%	64	36	67	27	52	80
	Writing	0.08%	0.17%	53	71	59	62	47	149
Total		8.60%	14.48%						

Bachelor's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Trades	Salon Management/Instruction	0.03%	0.05%	51	113	62	52	54	46
	Travel & Tourism	0.01%	0.01%	43	141	50	112	52	85
Total		0.04%	0.06%						
Visual & Performing Arts	Animation	0.26%	0.44%	63	44	67	22	49	136
	Audio Production	0.10%	0.17%	58	73	59	66	61	6
	Design	0.03%	0.05%	52	109	52	106	38	166
	Fashion	0.02%	0.03%	48	129	43	152	52	83
	Film, Video & Photographic Arts	0.39%	0.75%	60	28	65	32	55	27
	General Arts	0.03%	0.06%	52	107	58	77	58	12
	Illustration	0.03%	0.05%	51	112	62	51	61	4
	Interior Design	0.16%	0.27%	60	59	65	37	54	39
	Show Production	0.00%	0.00%	35	168	36	168	47	150
Total		1.02%	1.80%						

Master's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business	Accounting	0.17%	2.08%	60	12	45	75	49	73
	Business Administration (MBA)	0.70%	8.53%	68	1	54	10	48	82
	Business Information Systems	0.02%	0.18%	48	72	45	73	34	126
	Business Specializations	0.06%	0.73%	55	30	45	80	46	96
	Business Sustainability	0.00%	0.05%	41	111	35	128	45	106
	Conflict Management	0.01%	0.06%	42	105	42	106	45	104
	Contract Administration	0.01%	0.07%	43	104	43	102	54	28
	Corporate Training	0.00%	0.02%	35	126	38	124	31	127
	eBusiness /eCommerce	0.01%	0.10%	44	93	46	67	-3	131
	Entrepreneurship	0.03%	0.37%	51	48	46	62	45	101
	Finance	0.10%	1.16%	57	24	43	95	49	69
	Hospitality Management	0.02%	0.18%	48	72	51	26	39	118
	Human Resource Management	0.05%	0.64%	54	31	50	36	51	44
	Human Resources	0.12%	1.51%	59	22	45	71	47	93
	International Business	0.04%	0.49%	53	38	46	70	48	77
	Business Leadership/ Management	0.27%	3.34%	63	9	47	57	53	31
	Marketing/Advertising	0.14%	1.66%	59	17	47	58	51	51
	Operations Management	0.02%	0.30%	50	52	40	113	47	89
	Organizational Management	0.03%	0.41%	52	45	41	108	54	27
	Project Management	0.14%	1.66%	59	16	45	76	46	98
	Real Estate	0.01%	0.15%	46	80	46	69	49	68
	Risk Management	0.01%	0.08%	43	102	44	94	47	92
	Small Business Management	0.01%	0.08%	43	96	37	126	51	48
	Sports & Entertainment Business	0.02%	0.21%	48	64	58	3	61	4
	Sports Management	0.08%	1.00%	57	26	49	39	45	103
	Supply Chain Management	0.00%	0.02%	37	122	40	114	42	114
Total		2.06%	25.07%						

Master's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Computer & Information Sciences	Computer Networking & Information Systems Security	0.01%	0.16%	47	79	38	120	46	99
	Computer Science	0.03%	0.41%	52	44	44	86	49	66
	Computer Systems	0.00%	0.06%	41	109	41	110	36	124
	Cybersecurity	0.01%	0.07%	43	103	43	97	55	23
	Databases	0.00%	0.02%	37	122	40	114	56	17
	Educational Technology	0.05%	0.60%	54	34	43	104	46	95
	Game Design	0.00%	0.01%	34	129	35	129	50	61
	Graphics/Multimedia Design	0.02%	0.23%	49	59	59	2	55	20
	Information Systems	0.02%	0.22%	48	60	40	116	42	113
	Information Technology	0.17%	2.05%	60	13	48	50	52	41
	IT Management	0.00%	0.06%	41	108	41	109	55	19
	Management Info Systems	0.02%	0.19%	48	69	48	48	56	16
	Network Administration & Security	0.04%	0.54%	53	35	47	53	46	94
	Networks	0.00%	0.01%	33	131	34	131	38	122
	Quantitative Management	0.00%	0.01%	33	130	34	130	54	26
	Security Management	0.00%	0.02%	36	124	38	121	55	21
	Software Engineering	0.03%	0.37%	51	47	44	82	44	108
	Tech Project Management	0.03%	0.36%	51	50	51	29	51	46
	Technology Management	0.04%	0.54%	43	37	43	100	39	121
	Web Development & Design	0.00%	0.04%	40	115	45	81	55	22
	Total	0.49%	5.98%						

Master's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Education (cont.)	Secondary Education	0.03%	0.37%	51	49	46	64	52	39
	Special Education	0.13%	1.62%	59	18	48	47	52	38
	Teaching (K-12)	0.15%	1.92%	57	25	46	66	50	63
	Teaching Language	0.00%	0.01%	31	132	31	132	46	97
	Teaching Mathematics	0.02%	0.29%	50	53	51	23	62	3
	Teaching Science	0.01%	0.09%	44	95	45	78	60	6
	Training & Development	0.00%	0.06%	41	107	38	122	50	60
Total		1.67%	20.34%						
Engineering & Sciences	Aviation	0.00%	0.04%	39	118	44	93	44	111
	Electrical Engineering	0.00%	0.05%	40	112	45	74	61	5
	Engineering	0.02%	0.26%	49	56	45	79	45	100
	Engineering Management	0.01%	0.11%	45	88	43	96	44	109
	Physical Sciences	0.00%	0.05%	40	113	39	118	39	119
Total		0.04%	0.50%						

Master's Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Health Professions	Clinical Psychology	0.01%	0.16%	47	75	50	35	28	129
	Counseling	0.47%	5.70%	66	4	53	11	48	80
	Geriatrics/Gerontology	0.02%	0.26%	49	57	46	65	49	65
	Health Administration/Management	0.55%	6.75%	67	3	51	30	49	72
	Health Informatics	0.04%	0.44%	52	41	48	49	50	55
	Health Information Technology	0.01%	0.08%	43	99	50	34	36	123
	Health Sciences	0.01%	0.18%	48	74	43	99	51	50
	Health Services	0.02%	0.19%	48	70	45	72	56	14
	Medical Informatics	0.04%	0.48%	53	40	48	43	43	112
	Nursing	0.43%	5.20%	65	5	49	41	48	87
Humanities & Social Sciences	Nursing Administration	0.01%	0.13%	46	85	48	46	48	86
	Pharmaceutical Sciences	0.00%	0.01%	34	128	36	127	51	47
	Physical Therapy	0.00%	0.02%	35	127	37	125	27	130
	Public Health	0.19%	2.36%	61	10	49	40	45	107
	Wellness, Exercise, & Nutrition	0.02%	0.27%	50	55	51	27	50	59
	Total	1.67%	22.23%						
	Business Communications	0.02%	0.20%	48	68	48	45	51	49
	Child & Adolescent Psychology	0.01%	0.16%	47	78	50	37	57	10
	Child & Family Development	0.02%	0.21%	48	62	52	17	50	52
	Christian Leadership	0.02%	0.21%	48	67	58	4	48	84
	Christian Studies	0.04%	0.54%	53	36	51	28	57	12
	Communications	0.03%	0.39%	52	46	46	68	48	83
	Economics	0.00%	0.05%	41	110	41	111	49	74
	English	0.03%	0.34%	51	51	47	56	53	32
	Environmental Policy	0.00%	0.04%	39	119	43	98	41	116
	Environmental Sciences	0.01%	0.13%	46	83	54	8	36	125
	Gender Diversity Studies	0.00%	0.04%	40	116	44	83	63	2
	Health Psychology	0.01%	0.13%	46	83	54	8	48	88
	History	0.01%	0.09%	44	94	51	25	40	117
	Human Services	0.17%	2.13%	61	11	52	20	48	85

Doctoral Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business	Accounting	0.02%	1.48%	49	18	43	25	56	9
	Applied Management	0.00%	0.14%	36	58	39	52	33	63
	Business	0.00%	0.36%	41	44	41	37	60	3
	Business Administration	0.08%	6.50%	56	5	45	16	51	35
	Business Information Systems	0.00%	0.17%	37	55	35	62	53	26
	eBusiness/ eCommerce	0.00%	0.39%	42	42	47	11	53	29
	Finance	0.01%	0.68%	45	33	40	43	53	27
	Human Resources	0.01%	0.70%	45	30	41	39	54	15
	International Business	0.01%	0.70%	45	31	40	41	55	12
	Business Leadership/ Management	0.09%	6.99%	57	4	46	12	54	14
Computer & Information Sciences	Management of Engineering & Technology	0.01%	0.52%	43	35	50	5	60	2
	Marketing/Advertising	0.01%	0.88%	46	27	39	50	49	44
	Operations Management	0.01%	0.84%	46	28	42	34	60	4
	Organizational Management	0.02%	2.01%	50	12	45	21	53	21
	Project Management	0.02%	1.39%	48	19	43	28	56	10
	Small Business Management	0.00%	0.21%	38	52	36	59	47	53
	Sports Management	0.02%	1.30%	48	20	48	9	44	58
	Total	0.31%	25.28%						
	Applied Computer Science	0.01%	0.52%	43	35	50	5	53	24
	Computer Networking & Information Systems Security	0.01%	1.08%	47	24	42	32	57	8
	Computer Science	0.02%	1.81%	50	15	39	49	51	32
	Educational Technology	0.02%	1.49%	49	17	45	17	49	47
	Information Systems	0.01%	1.07%	47	25	39	48	49	46
	Information Technology	0.01%	0.51%	43	37	38	53	46	55
	Management Info Systems	0.00%	0.13%	36	59	38	53	51	38
	Technology Management	0.00%	0.16%	37	56	34	63	48	52
	Total	0.08%	6.76%						

Doctoral Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Criminal Justice & Law	Criminal Justice	0.04%	3.21%	53	7	45	19	50	41
	Criminology/ Criminal Psychology	0.00%	0.25%	39	48	43	26	48	49
	Forensic Sciences	0.00%	0.12%	35	60	37	56	33	64
	Homeland Security	0.01%	0.90%	46	26	41	38	51	37
	Law	0.04%	3.15%	53	8	48	8	53	25
	Public Safety & Security	0.00%	0.12%	35	60	31	65	45	56
	Total	0.10%	7.74%						
Education	Adult Education Administration	0.01%	0.83%	46	29	42	35	50	42
	Curriculum & Instruction	0.02%	1.83%	50	14	43	29	54	17
	Distance Education	0.00%	0.18%	37	54	41	39	51	34
	Early Childhood Education	0.02%	1.74%	49	16	46	13	54	13
	Education Specialist	0.00%	0.22%	38	51	37	58	57	7
	Educational Counseling	0.00%	0.16%	37	57	40	46	43	60
	Educational Leadership/Admin-istration	0.12%	9.87%	59	2	48	10	52	30
	English as a Second Language (ESL)	0.01%	0.44%	42	40	42	31	48	48
	Global Training & Development	0.00%	0.10%	34	63	36	60	62	1
	Higher Education Administration	0.02%	1.94%	50	13	51	3	54	16
	Education (K-12)	0.01%	0.49%	43	39	40	44	49	45
	Special Education	0.03%	2.33%	51	10	45	18	50	39
	Training & Development	0.00%	0.38%	41	43	38	55	53	23
	Total	0.36%	29.56%						

Doctoral Degree

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Engineering & Sciences	Engineering Management	0.01%	0.54%	43	34	50	4	40	61
	Total								
Health Professions	Counseling	0.01%	0.54%	45	32	40	42	44	57
	Health Administration/ Management	0.04%	3.24%	53	6	44	22	53	28
	Health Sciences	0.00%	0.34%	39	49	43	27	48	50
	Nursing	0.03%	2.83%	52	9	52	2	43	59
	Physical Therapy	0.01%	0.51%	43	38	49	7	51	36
	Public Health	0.01%	1.10%	47	23	40	47	48	51
	Wellness, Exercise, & Nutrition	0.00%	0.31%	40	45	45	14	37	62
Total		0.11%	9.02%						
Humanities & Social Sciences	Child & Adolescent Psychology	0.00%	0.21%	38	52	42	33	55	11
	Gender Diversity Studies	0.00%	0.07%	33	65	33	64	53	22
	General Studies	0.00%	0.29%	40	46	45	20	54	19
	Health Psychology	0.00%	0.22%	39	50	43	30	59	5
	Human Services	0.01%	1.12%	47	22	40	45	52	31
	Organizational Psychology	0.01%	0.43%	42	41	39	51	50	43
	Psychology	0.18%	14.88%	61	1	45	15	50	40
	Public Administration	0.02%	1.22%	48	21	42	36	54	20
	Social Work	0.00%	0.10%	34	64	36	61	21	65
	Sociology	0.00%	0.27%	40	47	44	23	51	33
	Theology/Religion	0.02%	2.03%	50	11	61	1	47	54
	Total	0.26%	20.85%						

Undergraduate Certificates

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Business	Accounting	0.08%	0.85%	57	19	45	70	52	51
	Administrative Assisting	0.04%	0.41%	53	29	56	19	39	118
	Business Administration	0.10%	0.98%	57	17	54	31	53	41
	Business Sustainability	0.00%	0.01%	30	119	30	119	52	47
	Conflict Management	0.00%	0.01%	34	114	36	108	57	14
	Culinary Management & Training	0.25%	2.48%	62	8	58	12	50	70
	Entrepreneurship	0.03%	0.33%	52	33	54	30	40	114
	Event Management	0.00%	0.03%	38	101	42	82	59	6
	Fashion Merchandising	0.03%	0.30%	51	36	57	16	58	8
	Finance	0.00%	0.01%	35	111	37	102	47	97
	Hospitality Management	0.01%	0.07%	43	72	50	52	44	108
	Human Resource Management	0.00%	0.01%	30	119	30	120	48	87
	Human Resources	0.04%	0.43%	53	27	51	49	52	49
	International Business	0.00%	0.03%	39	91	38	99	52	50
	Business Leadership/Management	0.02%	0.19%	49	40	41	83	47	92
	Marketing/Advertising	0.01%	0.07%	43	73	38	95	56	23
	Office Management	0.01%	0.07%	43	74	38	96	53	40
	Operations Management	0.00%	0.03%	39	95	43	74	39	116
	Personal Skills	0.00%	0.02%	37	106	40	88	56	19
	Project Management	0.01%	0.06%	43	78	37	101	48	90
	Real Estate	0.00%	0.02%	36	107	39	92	51	62
	Residential Planning	0.01%	0.08%	44	66	52	44	57	13
	Small Business Management	0.01%	0.10%	45	62	47	64	47	91
	Total	0.65%	6.59%						

Undergraduate Certificates

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Computer & Information Sciences	Computer Networking & Information Systems Security	0.00%	0.02%	37	104	35	110	54	35
	Computer Software Technology	0.00%	0.04%	41	84	46	67	56	24
	Computer Systems	0.01%	0.05%	42	80	48	62	55	31
	Cybersecurity	0.02%	0.18%	48	43	49	57	48	89
	Educational Technology	0.00%	0.04%	40	86	36	107	53	42
	Electronics & Computer Technology	0.03%	0.32%	52	34	54	32	51	57
	Graphics/Multimedia Design	0.05%	0.48%	54	24	55	23	56	21
	Information Systems	0.00%	0.01%	30	121	29	121	58	10
	Information Technology	0.03%	0.28%	51	37	48	59	51	55
	IT Support	0.02%	0.17%	48	48	46	68	52	48
Criminal Justice & Law	Networking	0.02%	0.17%	48	47	43	78	54	34
	New Media	0.00%	0.03%	39	98	42	79	57	16
	PC Repair	0.03%	0.25%	50	38	55	21	40	115
	Programming	0.02%	0.16%	48	50	48	61	60	4
	Software Development	0.00%	0.01%	35	113	36	106	55	25
	Web Development & Design	0.07%	0.73%	56	22	50	54	54	38
	Webmaster	0.00%	0.02%	38	103	35	109	60	3
	Total	0.29%	2.96%						
	Criminal Justice	0.03%	0.32%	51	35	49	55	52	45
	Criminal Justice Administration	0.00%	0.01%	32	118	32	118	55	30
	Forensic Sciences	0.01%	0.06%	43	76	44	72	56	20
	Homeland Security	0.01%	0.14%	47	52	39	94	45	104
	Law Enforcement/Policing & Investigation	0.01%	0.11%	46	58	54	27	56	17
	Paralegal/Legal Assisting	0.08%	0.81%	56	20	52	41	43	111
	Private Investigation	0.01%	0.13%	47	56	55	22	47	99
	Public Safety & Security	0.00%	0.03%	39	93	34	113	53	39
	Total	0.16%	1.61%						

Undergraduate Certificates

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Education	Adult Education Administration	0.00%	0.01%	35	111	37	102	55	26
	Curriculum & Instruction	0.00%	0.03%	38	100	42	81	23	120
	Distance Education	0.00%	0.02%	38	102	41	86	44	109
	Early Childhood Education	0.04%	0.39%	53	30	53	38	42	112
	Educational Leadership/ Administration	0.01%	0.08%	44	70	39	91	50	73
	English as a Second Language (ESL)	0.01%	0.08%	44	67	52	45	48	83
	Education (General)	0.00%	0.03%	39	94	38	100	49	78
	Instructional Technology	0.01%	0.15%	47	51	56	18	54	37
	Education (K-12)	0.02%	0.17%	48	45	43	77	51	56
	Special Education	0.01%	0.06%	43	75	40	87	50	71
	Training & Development	0.00%	0.01%	33	116	33	115	59	5
Total		0.10%	1.03%						
Engineering & Sciences	Computer Aided Design (CAD)	0.01%	0.09%	45	64	43	76	59	7
	Electronics & Electrical Engineering	0.01%	0.08%	44	68	51	46	56	22
	Engineering	0.00%	0.02%	37	104	35	110	50	74
	Engineering Management	0.00%	0.01%	32	117	33	116	47	94
	Physical Sciences	0.00%	0.05%	41	82	41	85	47	95
Total		0.02%	0.25%						

Undergraduate Certificates

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Health Professions	Anesthesiology	0.00%	0.01%	33	115	34	114	57	11
	Animal Care	0.09%	0.87%	57	18	60	9	46	100
	Cardiovascular Technology	0.00%	0.02%	36	110	32	117	55	32
	Clinical Laboratory Science	0.00%	0.03%	35	89	34	112	57	12
	Clinical Pathology	0.00%	0.02%	36	108	39	93	47	93
	Counseling	0.01%	0.06%	43	79	40	90	54	33
	Dental Assisting	0.18%	1.79%	61	11	53	37	55	27
	Geriatrics/Gerontology	0.00%	0.05%	41	82	41	84	47	98
	Health Administration/Management	0.01%	0.13%	47	55	42	80	52	44
	Health Informatics	0.00%	0.03%	39	91	44	72	12	122
	Massage Therapy	0.30%	3.06%	63	6	56	17	49	80
	Medical Assisting	2.65%	26.76%	75	1	66	3	54	36
	Medical Billing & Coding	2.39%	24.08%	74	2	66	2	47	96
	Medical Informatics	0.01%	0.09%	45	65	52	42	53	43
	Medical Office Assisting	0.01%	0.11%	46	57	54	26	51	66
	Medical Office Management	0.38%	3.78%	65	4	61	8	51	64
	Medical Transcription	0.03%	0.33%	52	32	54	29	51	53
	Nursing	0.12%	1.17%	58	15	52	43	51	58
	Occupational Therapy	0.01%	0.10%	45	61	53	36	52	46
	Pharmaceutical Sciences	0.15%	1.52%	60	13	64	5	39	117
	Pharmacy Technology	0.43%	4.35%	65	3	61	7	49	81
	Physical Therapy	0.00%	0.03%	39	90	38	98	49	82
	Public Health	0.00%	0.05%	42	81	48	63	45	103
	Surgical Technology	0.05%	0.46%	54	26	50	53	51	59
	Ultrasound & Sonography Technologies	0.02%	0.22%	50	39	48	58	51	54
	Veterinary Assisting	0.01%	0.11%	46	59	54	33	50	69
	Veterinary Technology	0.00%	0.02%	36	109	38	96	62	2
	Wellness, Exercise, & Nutrition	0.08%	0.79%	56	21	54	28	50	75
Total		6.95%	70.04%						

Undergraduate Certificates

Field of Study	Major	Total Market Penetration*	Degree Level Penetration	Demand Index Score	Demand Index Score	Supply Index Score	Supply Index Rank	Growth Index Score	Growth Index Rank
Humanities & Social Sciences	Architecture	0.01%	0.08%	44	69	51	47	62	1
	Child & Adolescent Psychology	0.00%	0.03%	39	96	43	75	56	18
	Environmental Sciences	0.00%	0.03%	39	97	37	104	55	29
	Forestry/ Wildlife	0.02%	0.18%	48	44	58	13	48	84
	Human Services	0.03%	0.35%	52	31	64	6	49	79
	Psychology	0.02%	0.17%	48	46	58	14	51	65
	Public Administration	0.00%	0.04%	41	85	40	89	51	63
	Substance Abuse	0.00%	0.04%	40	87	45	69	55	28
	Theology/Religion	0.01%	0.07%	44	71	51	48	58	9
	Writing	0.01%	0.09%	45	63	47	65	46	101
Total		0.11%	1.08%						
Trades	Appliance Repair	0.01%	0.10%	46	60	53	34	23	121
	Automotive Technology & Mechanics	0.27%	2.68%	63	7	55	25	50	76
	Commercial, Truck & Bus Operator	0.00%	0.03%	38	99	37	105	50	67
	Construction, Carpentry & Metal Working	0.04%	0.41%	53	28	50	50	48	86
	Cosmetology and Esthetics	0.33%	3.37%	64	5	58	11	45	106
	Electrical Technician	0.20%	2.01%	61	9	58	10	50	77
	HVAC Technology	0.19%	1.88%	61	10	56	20	51	60
	Jewelry	0.01%	0.06%	43	77	49	56	45	107
	Landscaping	0.02%	0.18%	49	41	53	39	46	102
	Locksmithing	0.02%	0.18%	49	42	52	40	43	110
	Pastry/Dessert Arts	0.11%	1.07%	58	16	55	24	48	88
	Plumbing	0.05%	0.51%	54	23	53	35	45	105
	Salon Management/Instruction	0.00%	0.03%	40	88	44	71	51	52
	Travel & Tourism	0.02%	0.17%	48	49	48	60	50	72
	Wedding Planner	0.13%	1.26%	59	14	65	4	41	113
Total		1.56%	15.69%						
Visual & Performing Arts	Fashion	0.01%	0.13%	47	54	50	51	48	85
	Film, Video & Photographic Arts	0.01%	0.14%	47	53	47	66	50	68
	General Arts	0.00%	0.01%	30	121	29	121	57	15
	Interior Design	0.05%	0.47%	54	25	57	15	51	61
Total		0.07%	0.75%						

Appendix B: Logarithmic and T-score Transformations in the eLearning Indices

To create the three eLearning Indices, raw scores were put through logarithmic and T-score transformations to enhance the interpretation and presentation of the degree rankings. Transformations such as these are common in statistical analyses to correct for several problematic characteristics of the data.

In our initial review of the data, we observed that the raw eLearning Index scores were not normally distributed. In a normal distribution, the mean, median and mode are all equivalent values. A mean is what we typically refer to as an average, or the sum of all values divided by population, with 50 percent of the scores or cases being above the median and 50 percent occurring below. The mode is the most commonly occurring number or value (there may be multiple values that are considered modes). Upon plotting this population of index scores, we observed that the mean was larger than the median, which in turn was larger than the mode, indicative of an asymmetrical distribution known as a positive skew.

There are several transformations available to correct for positive skew, including power, square root and inverse transformations (Cleveland, 1984). For the purpose of these analyses, a logarithmic transformation was chosen for its relatively strong ability to correct for positive skew. In this transformation, the natural logarithm of each raw index score was calculated. The natural log of a number is approximately equivalent to the power that 2.718281828 (also referred to as the irrational constant e) would have to be raised to in order to match the original number. Index scores were plotted after this transformation to confirm the return to normality.

Because a similar score could have different meanings across index types, and because the range and mean of each index may be difficult to relate to, scores were standardized to allow comparisons across index types through a T-score transformation. A T-score represents the original value's distance from the sample distribution mean. In this case, the distance is defined by the number of standard deviations from the mean. A standard

deviation represents the variability of scores in the sample and is defined by the average deviation or distance from the mean. The ultimate effect of this transformation is that the central location of the original distribution is changed, such that the mean of each population is 50 and the standard deviation is 10. A score above 50 indicates that the index value is above the mean, and a score below 50 indicates that the value is below the mean. T-scores were then qualitatively categorized as follows:

0-29	Very Low
30-36	Low
37-42	Low Average
43-56	Average
57-62	High Average
63-69	High
70-90	Very High

Transformations do not affect the rank ordering of scores, only the presentation of the distribution, so regardless of the transformation performed, the results discussed within this report remain as noted.

Appendix C: Glossary of EducationDynamics eLearning Index Terms

Degree Level: One of four advanced degrees available in higher education including Associate, Bachelor's, Master's and Doctoral degrees.

Degree Listing: A degree listing includes any degree offered on eLearners.com by a particular institution. Most institutions list multiple degrees. Degrees are grouped within four levels, eight fields of study and 92 majors.

Degree Program: Refers to the degree level and major interaction (e.g., "Associate's in Psychology").

eLearning Demand Index: The eLearning Demand Index represents the aggregate student demand for a given degree type. The Demand Index is calculated by taking an average of the relative proportion of inquiries linked to a particular degree type. Higher scores represent higher relative student demand for the degree type.

eLearning Growth Index: The eLearning Growth Index is derived by calculating the increase or decrease in eLearning Demand Index scores across the four quarters of 2009. Higher scores represent higher relative demand growth (increase) for the degree program.

eLearning Supply Index: The eLearning Supply Index represents the available supply of students interested in degrees of a certain type, given the number of degree listings available. The Supply Index is calculated by summing the number of inquiries (separately) for a given degree type and dividing by the number of degree listings available within those degree types. An average is taken of the page views per listing metric and the inquiries per listing metric for each degree type. These averages are transformed as described earlier, with higher scores representing a higher relative number of students interested in a degree type.

Field of Study: One of eight categories for grouping degree majors, including: Business, Education, Compute & Information Sciences, Criminal Justice & Law, Engineering, Health Professions, Humanities & Social Sciences and Visual & Performing Arts.

Inquiry: An inquiry is the completion of an online form (often referred to as an inquiry form or lead form) for a given degree listing by a prospective student. Inquiry forms typically require site visitors to enter in identifying information including, but not limited to, name, email address, phone number, zip code and degree of interest.

Major: One of the 92 subjects that describe the core content focus and specialty of a degree listing.



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