

Interpreting the Gray Data Scorecard

Why does WKU use Gray Associates Data?

- **CPE requires it.** In an effort to help institutions conduct program reviews, CPE partnered with Gray Associates to provide this information tool to Kentucky, public institutions.
- **Gray Associates provides another source of market data for programs.** WKU currently has access to other programs that provide a market analysis. The Division of Extended Learning and Outreach can provide data from Burning Glass and EMSI. Gray Associates is another research tool to use when developing new, innovative programs.

Scoring Rubric for WKU

The below scoring rubric is universal for all programs at WKU. The below percentages are the weights assigned to the three areas that a team of faculty leaders agreed were important when analyzing data. All data is based on the CIP code of the program. Please note that the team decided not to use “Degree Fit,” because they felt the data was more valuable in the other areas.

Category	Min Score	Max Score	% of Max	
Student Demand	-9	44	40%	Student Demand = 40% Data shows inquiries, Google searches etc. for programs.
Employment	-27	44	40%	Employment = 40% Data shows job growth, market saturation, and pay/outcomes.
Competitive Intensity	-20	22	20%	Competitive Intensity = 20% Data shows volume of competitive programs and completions.
Degree Fit	-10	0	0%	
Totals	-66	110	100%	

The Scoring Rubric determines the values for the Scorecard issued for each CIP code.

The Scorecard

The Scorecard divides the categories on the scoring rubric and provides a weighted score for each area. The overall score is shown in the top right corner. However, all scores should be analyzed when reviewing the scorecard. See the next pages for more information.

GRAYASSOCIATES

Scoring Rubric

Program Rank

Scorecard

Prog x Market

Competitors

Data Table

Workplace Requirements

Historical Data

Crosswalks

Data Definitions

CIP: 14.0701 Chemical Engineering

Market: Regional

Modality: All

Award Level: Bachelors

Current Programs

Overall Score (97 Percentile)

17

Student Demand (87 Percentile)

5

Category	Percentile	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	0	Int'l Page Views (12 Months)	0	NS
	23	Google Search Volume (3 Months)*	869	0
	97	Completion Volume	295	10
Growth	92	Inquiry Volume YoY Change (Units)	0	0
	44	Google Search YoY Change (Units)*	62	-2
	2	Completion Volume YoY Change (Units)	-12	-2
	0	Inquiry Volume YoY Change (%)	NA	NS
	51	Google Search YoY Change (%)*	8%	0
	40	Completion Volume YoY Change (%)	-4%	-1

Degree Fit (49 Percentile)

0

Category	Percentile	Criterion	Value	Score
Completions		National Completions by Level	See	0
Workforce		National Workforce Ed Attainment	Below	0
NHEBI Natl 2 Year	0	Cost Index**	NA	NS
	0	Student: Faculty Index	NA	NS

Inquiries and Completions

Award Level	Inquiries (Market)	Completions (Market)	Completions (National)
Certificate	NA	0%	0%
Associates	NA	0%	0%
Bachelors	NA	87%	80%
Postbaccalaureate Certificate	NA	0%	0%
Masters	NA	9%	13%
Post-masters Certificate	NA	0%	0%
Doctoral	NA	4%	7%
Unknown	NA	0%	0%

Competitive Intensity (50 Percentile)

2

Category	Percentile	Criterion	Value	Score
Volume of Competition	94	Campuses with Graduates**	4	-1
	95	Institutions YoY Change (Units)	0	0
	97	Average Completions per Institution	74	1
	97	Median Completions per Institution	67	1
	2	Program Size YoY Change (Units)	-11	-1
	33	Program Size YoY Change (%)	-15%	0
	84	Natl Insts. with Program Online**	2	NS
	50	Natl Online % of Institutions	1%	NS
	81	Natl Online Completions**	29	NS
	50	Natl Online % of Completions	0%	NS
Market Saturation	50	Completions per 1,000 Pop**	0.20	NS
	0	Average Cost per Inquiry**	NA	NS
	8	Google Search * Cost per Click**	\$1	1
	5	Competition Index**	0.06	1

CIP Description

A program that prepares individuals to apply mathematical and scientific principles to the design, development and operational evaluation of systems employing chemical processes, such as chemical reactors, kinetic systems, electrochemical systems, energy conservation processes, heat and mass transfer systems, and separation processes; and the applied analysis of chemical problems such as corrosion, particle abrasion, energy loss, pollution, and fluid mechanics.

Job Postings (Market)

Award Level	Minimum Education Requested
- Unspecified -	10%
High School/Certificate	33%
Associates	33%
Bachelors	88%
Masters	48%
Doctoral	36%

BLS Workforce Edu (Natl)

Award Level	BLS Educational Attainment
No College	8%
Some College	9%
Associates	6%
Bachelors	45%
Masters	24%
Doctoral	8%

Employment* (96 Percentile)

10

Category	Percentile	Criterion	Value	Score
Size	85	Job Postings Total (12 Months)	488	0
	80	BLS Current Employment	1,233	-2
	77	BLS Annual Job Openings	106	-2
	98	BLS Share of Generalist Employment	2,474	3
	98	BLS Share of Generalist Openings	232	2
	Growth	1	Job Postings YoY Change (Units)	-51
10		Job Postings YoY Change (%)	-9%	NS
37		BLS YoY Change (%)	1%	-4
57		BLS 3-Year Historic Growth (CAGR)	3%	NS
22		BLS 10-Year Future Growth (CAGR)	1%	NS
Saturation		49	Job Postings per Graduate*	1.4
	32	BLS Job Openings per Graduate*	0.3	-2
Pay and Outcomes	93	BLS 10th-Percentile Wages*	\$56,894	3
	97	Natl ACS Wages (Age < 30)*	\$65,380	7
	98	Natl ACS Wages (Age 30-60)*	\$140,102	7
	77	Natl ACS % with Any Graduate Degree*	50%	NS
	74	Natl ACS % with Masters*	33%	NS
	81	Natl ACS % with Doct/Prof Degree*	17%	NS
	44	Natl ACS % Unemployed (Age <30)**	4%	0
	23	Natl ACS % Unemployed (Age 30-60)**	2%	0
	60	Natl ACS % in Direct Prep Jobs	33%	NS
	0	Natl GE Wages - Assoc. & Cert	NA	NS
	0	Natl GE Placement Rate-Assoc & Cert	NA	NS

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.

NA - No data available/not currently tracked. NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.

<40%40%+70%+90%+95%+98%+PercentileExport to PNG

The Top of the Scorecard

GRAYASSOCIATES

Scoring Rubric

Program Rank

Scorecard

Prog x Market

Competitors

Data Table

Workplace Requirements

Historical Data

Crosswalks

Data Definitions

CIP: 14.0701 Chemical Engineering

Market: Regional

Modality: All

Award Level: Bachelors

Current Programs

Overall Score
(97 Percentile)

17

CIP codes selections are based on awarded credentials with the same CIP code. New 2020 CIP codes may not be available in the list because no credentials have been awarded with that code at this time. Select a 2010 CIP code that closely matches your proposed program to get helpful data.

Several options are available for viewing different markets. While we recommend viewing Regional and National data, you can also select Kentucky or Service Region data.

Regional data is recommended.

Modality can be filtered to see programs offered in person or online. Choosing "ALL" includes both online and face-to-face offerings.

The data can be filtered by the award level which include Associates, Associates and Below, Bachelors, Certificate, Doctoral, Graduate, Masters, Post-master Certificate, Post baccalaureate Certificate, or ALL levels.

If WKU offers programs with the same CIP code, they will be visible here.

The overall score is the total of all the weighted scores.

Student Demand

Student Demand is weighted to 40% of the total score. This data is pulled from Google Searches, inquiries, etc. and shows the completion rate for these students. Simply put, this section of data answers the question, “Are students looking for this program?”

Student Demand (87 Percentile)

5

Category	Percentile	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	0	Int'l Page Views (12 Months)	0	NS
	23	Google Search Volume (3 Months)*	869	0
	97	Completion Volume	295	10
Growth	92	Inquiry Volume YoY Change (Units)	0	0
	44	Google Search YoY Change (Units)*	62	-2
	2	Completion Volume YoY Change (Units)	-12	-2
	0	Inquiry Volume YoY Change (%)	NA	NS
	51	Google Search YoY Change (%)*	8%	0
	40	Completion Volume YoY Change (%)	-4%	-1

Low scores in this section do not necessarily mean the program is not valuable. However, low scores could mean students do not know about the program. Therefore, they are not searching for it. Be sure to look at the other data. If student demand is low but employment data is high, think about how the department could advertise the program to increase student demand.

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.

NA - No data available/not currently tracked. NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.

Competitive Intensity

Competitive Intensity is weighted to 20% of the total score. You will be able to see the number of campuses with graduates, average completions, number of online programs within the state, etc. This area answers the question, “What are competitors offerings and what is the completion rate for the competitive program?”

Competitive Intensity (50 Percentile)

2

Category	Percentile	Criterion	Value	Score
Volume of Competition	94	Campuses with Graduates**	4	-1
	95	Institutions YoY Change (Units)	0	0
	97	Average Completions per Institution	74	1
	97	Median Completions per Institution	67	1
	2	Program Size YoY Change (Units)	-11	-1
	33	Program Size YoY Change (%)	-15%	0
	84	Nat'l Insts. with Program Online**	2	NS
	50	Nat'l Online % of Institutions	1%	NS
	81	Nat'l Online Completions**	29	NS
	50	Nat'l Online % of Completions	0%	NS
Market Saturation	50	Completions per 1,000 Pop**	0.20	NS
	0	Average Cost per Inquiry**	NA	NS
	8	Google Search * Cost per Click**	\$1	1
	5	Competition Index**	0.06	1

Low scores in this section do not necessarily mean the program is not valuable. However, based on the market, the data will reflect if the program has competition. Before proposing a program, you can see completion rates in the field. This data may help ask direct questions on completion rates when researching the implementation of a program with other institutions.

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.

NA - No data available/not currently tracked. NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.

<40% 40%+ 70%+ 90%+ 95%+ 98%+ Percentile

Export to
PNG

Employment

Employment is weighted to 40% of the total score. This data is pulled job posting and relies heavily on BLS (Bureau of Labor Statistics). You will be able to see job market data, pay and outcomes, growth potential, etc. This area answers the question, “What is the job market for this program?” In addition, it shows the potential pay and potential for pay increases with advancement.

Employment* (96 Percentile)

10

Category	Percentile	Criterion	Value	Score
Size	85	Job Postings Total (12 Months)	488	0
	80	BLS Current Employment	1,233	-2
	77	BLS Annual Job Openings	106	-2
	98	BLS Share of Generalist Employment	2,474	3
	98	BLS Share of Generalist Openings	232	2
Growth	1	Job Postings YoY Change (Units)	-51	NS
	10	Job Postings YoY Change (%)	-9%	NS
	37	BLS YoY Change (%)	1%	-4
	57	BLS 3-Year Historic Growth (CAGR)	3%	NS
	22	BLS 10-Year Future Growth (CAGR)	1%	NS
Saturation	49	Job Postings per Graduate*	1.4	-2
	32	BLS Job Openings per Graduate*	0.3	-2
Pay and Outcomes	93	BLS 10th-Percentile Wages*	\$56,894	3
	97	Nat'l ACS Wages (Age < 30)*	\$65,380	7
	98	Nat'l ACS Wages (Age 30-60)*	\$140,102	7
	77	Nat'l ACS % with Any Graduate Degree*	50%	NS
	74	Nat'l ACS % with Masters*	33%	NS
	81	Nat'l ACS % with Doct/Prof Degree*	17%	NS
	44	Nat'l ACS % Unemployed (Age <30)**	4%	0
	23	Nat'l ACS % Unemployed (Age 30-60)**	2%	0
	60	Nat'l ACS % in Direct Prep Jobs	33%	NS
	0	Nat'l GE Wages - Assoc. & Cert	NA	NS
	0	Nat'l GE Placement Rate-Assoc & Cert	NA	NS

Low scores in this section mean job demand or pay is low for the selected “market.” Data may change if you select a different “market.” Think about the following:

- How will students find employment with this credential?
- Have you reached out to potential employers in the area to promote the credential? Explain.
- What soft skills does the credential promote that may be valuable for employment? Provide data to support this.
- Does data differ from the BLS information? Share the data.
- Do you anticipate that this program will most likely be a second major for a student with the other major having higher employment data? Provide support.

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.

NA - No data available/not currently tracked. NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.

<40% 40%+ 70%+ 90%+ 95%+ 98%+ Percentile

Export to
PNG

Bottom of the Scorecard

The very bottom of the scorecard gives information on the inquiries, the completions based on the selected market vs. completions on a national market. In addition, job posting information is available for the market vs. the BLS workforce data.

Inquiries and Completions

Award Level	Inquiries (Market)	Completions (Market)	Completions (National)
Certificate	NA	0%	0%
Associates	NA	0%	0%
Bachelors	NA	87%	80%
Postbaccalaureate Certificate	NA	0%	0%
Masters	NA	9%	13%
Post-masters Certificate	NA	0%	0%
Doctoral	NA	4%	7%
Unknown	NA	0%	0%

Job Postings (Market)

Award Level	Minimum Education Requested
- Unspecified -	10%
High School/Certificate	33%
Associates	33%
Bachelors	88%
Masters	48%
Doctoral	36%

BLS Workforce Edu (Natl)

Award Level	BLS Educational Attainment
No College	8%
Some College	9%
Associates	6%
Bachelors	45%
Masters	24%
Doctoral	8%

This program shows 80% complete a baccalaureate degree in this program. The highest percentage of jobs in this field required a baccalaureate degree. A smaller percentage requires a graduate or doctoral degree in this field.

Scorecard Analysis Example: What about a Chemical Engineering BS program at WKU?

GRAYASSOCIATES	Scoring Rubric	Program Rank	Scorecard	Prog x Market	Competitors	Data Table	Workplace Requirements	Historical Data	Crosswalks	Data Definitions
----------------	----------------	--------------	-----------	---------------	-------------	------------	------------------------	-----------------	------------	------------------

CIP: 14.0701 Chemical Engineering	Market: Regional	Modality: All	Award Level: Bachelors	Current Programs	Overall Score (97 Percentile)	17
-----------------------------------	------------------	---------------	------------------------	------------------	-------------------------------	----

Student Demand (87 Percentile) 5

Category	Percentile	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	0	Int'l Page Views (12 Months)	0	NS
	23	Google Search Volume (3 Months)*	869	0
	97	Completion Volume	295	10
Growth	92	Inquiry Volume YoY Change (Units)	0	0
	44	Google Search YoY Change (Units)*	62	-2
	2	Completion Volume YoY Change (Units)	-12	-2
	0	Inquiry Volume YoY Change (%)	NA	NS
	51	Google Search YoY Change (%)*	8%	0
	40	Completion Volume YoY Change (%)	-4%	-1

Student demand reflects students are searching for this type of program, and a high percentile completes the program.

Degree Fit (49 Percentile) 0

Category	Percentile	Criterion	Value	Score
Completions		National Completions by Level	See	0
Workforce		National Workforce Ed Attainment	Below	0
NHEBI Natl 2 Year	0	Cost Index**	NA	NS
	0	Student: Faculty Index	NA	NS

The majority of students who pursue this program receive a baccalaureate program.

Inquiries and Completions

Award Level	Inquiries (Market)	Completions (Market)	Completions (National)
Certificate	NA	0%	0%
Associates	NA	0%	0%
Bachelors	NA	87%	80%
Postbaccalaureate Certificate	NA	0%	0%
Masters	NA	9%	13%
Post-masters Certificate	NA	0%	0%
Doctoral	NA	4%	7%
Unknown	NA	0%	0%

Competitive Intensity (50 Percentile) 2

Category	Percentile	Criterion	Value	Score
Volume of Competition	94	Campuses with Graduates**	4	-1
	95	Institutions YoY Change (Units)	0	0
	97	Average Completions per Institution	74	1
	97	Median Completions per Institution	67	1
	2	Program Size YoY Change (Units)	-11	-1
	33	Program Size YoY Change (%)	-15%	0
	84	Natl Insts. with Program Online**	2	NS
	50	Natl Online % of Institutions	1%	NS
	81	Natl Online Completions**	29	NS
	50	Natl Online % of Completions	0%	NS
Market Saturation	50	Completions per 1,000 Pop**	0.20	NS
	0	Average Cost per Inquiry**	NA	NS
	8	Google Search * Cost per Click**	\$1	1
	5	Competition Index**	0.06	1

Completions are high at other institutions.

CIP Description

A program that prepares individuals to apply mathematical and scientific principles to the design, development and operational evaluation of systems employing chemical processes, such as chemical reactors, kinetic systems, electrochemical systems, energy conservation processes, heat and mass transfer systems, and separation processes; and the applied analysis of chemical problems such as corrosion, particle abrasion, energy loss, pollution, and fluid mechanics.

The highest percentage of employees have a baccalaureate degree . The highest percentage of jobs require a baccalaureate degree..

Job Postings (Market)

Award Level	Minimum Education Requested	Award Level	BLS Educational Attainment
- Unspecified -	10%	No College	8%
High School/Certificate	33%	Some College	9%
Associates	33%	Associates	6%
Bachelors	88%	Bachelors	45%
Masters	48%	Masters	24%
Doctoral	36%	Doctoral	8%

Employment* (96 Percentile) 10

Category	Percentile	Criterion	Value	Score
Size	85	Job Postings Total (12 Months)	488	0
	80	BLS Current Employment	1,233	-2
	77	BLS Annual Job Openings	106	-2
	98	BLS Share of Generalist Employment	2,474	3
	98	BLS Share of Generalist Openings	232	2
Growth	1	Job Postings YoY Change (Units)	-51	NS
	10	Job Postings YoY Change (%)	-9%	NS
	37	BLS YoY Change (%)	1%	-4
	57	BLS 3-Year Historic Growth (CAGR)	3%	NS
	22	BLS 10-Year Future Growth (CAGR)	1%	NS
Saturation	49	Job Postings per Graduate*	1.4	-2
	32	BLS Job Openings per Graduate*	0.3	-2
Pay and Outcomes	93	BLS 10th-Percentile Wages*	\$56,894	3
	97	Natl ACS Wages (Age < 30)*	\$65,380	7
	98	Natl ACS Wages (Age 30-60)*	\$140,102	7
	77	Natl ACS % with Any Graduate Degree*	50%	NS
	74	Natl ACS % with Masters*	33%	NS
	81	Natl ACS % with Doct/Prof Degree*	17%	NS
	44	Natl ACS % Unemployed (Age <30)**	4%	0
	23	Natl ACS % Unemployed (Age 30-60)**	2%	0
	60	Natl ACS % in Direct Prep Jobs	33%	NS
	0	Natl GE Wages - Assoc. & Cert	NA	NS
	0	Natl GE Placement Rate-Assoc & Cert	NA	NS

The employment data is strong for this program. Growth opportunities are in lower percentiles. Jobs may be limited in the regional market.

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.
** - Color scale in reverse.

NA - No data available/not currently tracked. NS - Not Scored in Rubrics (values = 0).
2-Yr - Associates & certificate programs only.

Scorecard Analysis Example: Check out the Competition.



Additional Information

- To learn more about the different data fields within the Gray Associate report, you can view their definitions. Definitions are available at the end of this document.
- If you would like additional data, contact the Division of Extended Learning and Outreach for Burning Glass or EMSI data.
- Per our contract, WKU has limited accounts for the Gray Associates Database. WKU has a generic account available for your use. The Office of the Provost can schedule a time for you to access the information on your own. In addition, your dean and the Office of the Provost (Dr. Rheanna Plemons or Dr. Rob Hale) can provide the data for you. Due to the high volume of requests, data will be provided within two weeks of the initial request.
- Contact your associate or assistant dean if you have questions or would like a training on the system.

Definitions for Gray Data Fields

Category	Metric	Definition	Purpose	Use & Applicability	Source
Student Demand	Inquiries by Award Level	Percent of inquiries by award level	Size demand by program and award level	Current indicator. Strong for vocational and other types of programs commonly offered online or by for-profit institutions. Changes may reflect institutional marketing efforts as well as underlying student demand.	GrayReports Inquiry Database
Student Demand	Inquiries: % Change	The year-over-year percentage change in number of inquiries	Identify emerging and declining programs interest	Current indicator. Strong for vocational and other types of programs commonly offered online or by for-profit institutions. Changes may reflect institutional marketing efforts as well as underlying student demand.	GrayReports Inquiry Database
Student Demand	Completions: % Change	The year-over-year percentage change in number of inquiries	Identify emerging and declining programs interest	Comprehensive for Title IV programs. Lagging indicator.	Completions from IPEDS with enhanced coding.
Student Demand	Google: % Change	The year-over-year change in number of searches	Identify emerging and declining programs interest	Current indicator. Only includes the largest programs.	Google keywords
Student Demand	Google: Unit Change	The year-over-year change in number of searches	Identify emerging and declining program interest	Current indicator. Only includes the largest programs.	Google keywords
Student Demand	Total Completions	Number of annual conferred degrees from IPEDS	Confirm program and market size	Comprehensive for Title IV programs. Lagging indicator.	Completions from IPEDS with enhanced coding.
Student Demand	Total Inquiries	Total volume of inquiries over the past year	Size demand by program	Current indicator. Strong for vocational and other types of programs commonly offered online or by for-profit institutions. Changes may reflect institutional marketing efforts as well as underlying student demand.	GrayReports Inquiry Database
Student Demand	Total Online Inquiries	Total volume of inquiries for online programs over the past year	Size online demand by program	Current indicator. Strong for vocational and other types of programs commonly offered online or by for-profit institutions. Changes may reflect institutional marketing efforts as well as underlying student demand.	GrayReports Inquiry Database
Student Demand	Total Searches	keywords for the 200 largest programs over the most recent quarter	Confirm program and market size	Current indicator. Only includes the largest programs.	Google keywords
Student Demand	Unit Change	The year-over-year unit change in number of inquiries	Identify emerging and declining programs interest	Current indicator. Strong for vocational and other types of programs commonly offered online or by for-profit institutions. Changes may reflect institutional marketing efforts as well as underlying student demand.	GrayReports Inquiry Database
Student Demand	Completions: Unit Change	The year-over-year unit change in number of inquiries	Identify emerging and declining program interest	Comprehensive for Title IV programs. Lagging indicator.	Completions from IPEDS with enhanced coding.

Degree Fit	Cost Index	The cost of faculty for a program, indexed to the average. An average program has a value of 1.	Reveal the cost of teaching a program relative to every other program. A number greater than 1 indicated the program cost more to offer relative to the average.	Helps assess whether the program costs more or less than average to teach. Data is from Community College (Associate's and below).	Cost and Student to Faculty Ratio Indexes are from NHEBI.
Degree Fit	National Percent of Workforce	Percentage of people employed in the field that currently hold each education credential as their highest attainment.	Match award level with job requirements	Helps assess whether the program will be the appropriate level of preparation for the intended jobs.	Degree Level is from BLS analysis of the Public Use Micro Sample of the American Community Survey.
Degree Fit	Percent of All Completions	Percentage of completions by degree level: Certificate, Associate's, Bachelor's, Master's or Doctoral	Identify the appropriate award level for a program	Helps assess most appropriate degree level for a program. Can highlight programs that are typically not offered for the intended degree level. Can help identify when students will be competing against graduates with higher or less expensive credentials.	Degree Level is from enhanced IPEDS completions data.
Degree Fit	Stu:Faculty Ratio Index	The student to faculty ratio, indexed to the average. An average program has a value of 1.	Determin whether or not a lot of faculty will be needed to offer the program. A number greater than 1 indicates more students per faculty relative to the average.	Helps assess whether the program will need more faculty than the average program. Data is from Community College (Associate's and below).	Cost and Student to Faculty Ratio Indexes are from NHEBI.
Employment Opportunities	National ACS Wages (Age < 30)	National weighted-average wage for full-time-employed graduates of bachelor's-level programs under the age of 30	Evaluate moderate-term student employment outcomes for Bachelor's-degree programs and Associate's-degree transfer programs	Best available data on actual wage outcomes of Bachelor's degree programs – particularly for programs that could lead to a wide range of occupational fields. Level of detail is between 4-digit and 6-digit CIP, so slightly less detailed than other employment outcomes data. Excludes people who are not full-time employed (voluntarily or otherwise), so not a good metric for the odds of finding a job	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.

Employment Opportunities	National ACS Wages (Age 30-60)	National weighted-average wage for full-time-employed graduates of bachelor's-level programs between the ages of 30 and 60	Evaluate moderate-term student employment outcomes for Bachelor's-degree programs and Associate's-degree transfer programs	Best available data on actual wage outcomes of Bachelor's degree programs – particularly for programs that could lead to a wide range of occupational fields. Level of detail is between 4-digit and 6-digit CIP, so slightly less detailed than other employment outcomes data. Excludes people who are not full-time employed (voluntarily or otherwise), so not a good metric for the odds of finding a job	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	Emp. Projections CAGR (10-Year)	BLS' estimated Compound Annual Growth Rate (CAGR) for program-related occupations	Assess future employment market size	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data are sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Proj. Annual Job Openings	BLS' estimate of Annual Job Openings in relevant occupations, including growth and turnover	Size-up the directly related employment opportunity for graduates	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Total Employment	BLS' estimate of the total number of people currently employed in occupations for which the program directly prepares graduates	Size-up the directly related employment opportunity for graduates	BLS is best source of data on the number of people employed in a field. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Wages	10th-percentile wages for program-related occupations, by aware level, as reported by BLS	Identify programs with good student ROI; meet GE standards	BLS 10th percentile wages are a proxy for entry-level wages in an occupation in a specific market and are commonly used by institutions when assessing Gainful Employment risks. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	BGT: YoY % Change in New Job Postings	Year-over-year percentage change in new job postings in occupations directly related to the program found online by Burning Glass Technologies	Identify emerging and declining career fields	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.

Employment Opportunities	% JP AA	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies that listed associates as the minimum education required over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	% JP BA	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies that listed bachelor's as the minimum education required over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	% JP Doc	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies that listed doctoral as the minimum education required over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	% JP HS	occupations directly related to the program found online over the past year by Burning Glass Technologies that listed high school as the minimum education required (often includes undergraduate certificates) over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	% JP MA	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies that listed master's as the minimum education required over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	Past Year New Job Postings	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	Job Postings per Grad. (JPG)	New Job Postings divided by the number of IPEDS completions for the program	Evaluate the balance of supply and demand for graduates and jobs	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Job Postings per Graduate uses New Job Postings and enhanced IPEDS completions.

Employment Opportunities	JP w/ EDU	Total number of new job postings in occupations directly related to the program found online over the past year by Burning Glass Technologies with an education requirement listed over the past year	Size-up the employment opportunity for graduates	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	BGT: YoY Unit Change in New Job Postings	Year-over-year unit change in the total number of new job postings in occupations directly related to the program found online by Burning Glass Technologies	Identify emerging and declining career fields	Job postings are the most current information available on employment opportunities. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	New Job Postings and New Job Postings Growth from Burning Glass Technologies, mapped from SOC to CIP by Gray.
Employment Opportunities	Nat'l GE Wages (Assoc. and Cert.)	National average wage for Associate's and Certificate programs based on Gainful Employment reporting, provided by the U.S. Department of Education	Evaluate long-term student employment outcomes for Associate's-degree and Certificate programs	Supplemental data source on actual wage outcomes for Associate's degree transfer programs. Level of detail is between 4-digit and 6-digit CIP, so slightly less detailed than other employment outcomes data.	U.S. Department of Education: The mean earnings of graduates of career college programs, and were reported by the Social Security Administration as part of the Department of Education's landmark gainful employment regulations.
Employment Opportunities	National Placement Rate	National weighted-average employment rates for Associate's degree and Certificate completions, sourced from school disclosure pages	Determine if current graduates can find jobs	Best source for programs with big GE presence – typically Associate's and below vocational programs.	Employment rates are weighted averages from Gainful Employment disclosures from institution websites.
Employment Opportunities	Emp. Historical CAGR (1-Year)	BLS' 1-year historic growth trends (Compound Annual Growth Rate) in relevant employment	Assess trend in employment	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Emp. Historical CAGR (3-Year)	BLS' 3-year historic growth trends (Compound Annual Growth Rate) in relevant employment	Assess trend in employment	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Emp. Historical CAGR (5-Year)	BLS' 5-year historic growth trends (Compound Annual Growth Rate) in relevant employment	Assess trend in employment	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	Job Openings Per Grad. (JOG)	BLS annual job openings estimate (including growth and re-employment) divided by the number of IPEDS completions for the program	Size-up the employment opportunity for graduates	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray

Employment Opportunities	BLS Generalist Jobs	BLS estimate of the total number of jobs in general occupations that graduates could obtain	Size-up the employment opportunity in general fields for graduates	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	BLS Generalist Jobs Openings	BLS estimate of the total number of job openings in general fields, including growth and re-employment	Size-up the employment opportunity for graduates	Job Openings and Growth are BLS forecasts that are a standard source but have limited predictive accuracy. All employment and job openings data is sensitive to how occupation-level data is matched to academic programs.	Bureau of Labor Statistics mapped from SOC to CIP by Gray
Employment Opportunities	ACS % w/ Any Graduate Degree	National percentages of Bachelor's degree graduates with a Master's, Doctoral, or Professional degree	Identify the percentage of Bachelor's graduates that move on to earn a graduate degree	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	ACS % w/ Masters Degree	National percentages of Bachelor's degree graduates with a Master's degree	Identify the percentage of Bachelor's graduates that move on to earn a Master's degree	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	ACS % w/ Doc./Prof. Degree	National percentages of Bachelor's degree graduates with a Doctoral or Professional degree	Identify the percentage of Bachelor's graduates that move on to earn a Doctoral or Professional degree	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	ACS % Unemp. <30	National percentage of Bachelor's degree graduates who are unemployed and under the age of 30	Evaluate the moderate-term ability to find a job with a Bachelor's degree	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	ACS % Unemp. 30-60	National percentage of Bachelor's degree graduates who are unemployed and are ages 30 to 60	Evaluate the longterm ability to find a job with a Bachelor's degree	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Employment Opportunities	ACS % in Direct Prep.	National percentage of Bachelor's degree graduates that are employed in occupations that are directly related to their program	Identify the percentage of Bachelor's graduates that are employed in fields directly related to their major	Level of detail is between 4- and 6-digit CIP, so slightly less detailed than other employment outcomes data; Data is a national sample, and does not include all graduates of Bachelor's degree programs	Analysis of roughly two million records in the Public Use Micro Sample from the American Community Survey.
Competitive Intensity	Median Program Size % Change	The percentage change in the number of completions for the median program size	Indicate market saturation	Indication of whether competing programs are growing or shrinking. Also a proxy for market saturation.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.

Competitive Intensity	Percent Distance Education Completions	The national percentage of completions reported to distance education programs compared to the total number of completions	Identify the modality that graduates attend	Low percentages indicate that offering the program online may not be feasible. High percentages indicate that student preference for online is particularly strong.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	Percent of Institutions with Distance Education	The national percentage of institutions reporting distance education completions compared to the total number of institutions	Identify the modality that schools offer	Low percentages indicate that offering the program online may not be feasible. High percentages indicate that student preference for online is particularly strong.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	Cost Per Inquiry	The average amount paid per inquiry by an agency or a school	Evaluate the cost of purchasing affiliate leads	Important indicator of competitive intensity for programs that plan to buy student inquiries	Cost per Inquiry from GrayReports Inquiry Data, for pay-per-lead inquiries.
Competitive Intensity	Average Program Size	The average number of completions per institution	Size-up the program size for an average program	Best metric for estimating potential program size.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	Comp Index (Google)	Competition index measured from 0 (low) to 1 (very competitive)	competition based on Google Adwords.	Indicator of the levels of competition compared to every other program.	Cost per click and Competitive Index from Google.
Competitive Intensity	Completions Per Capita	Number of IPEDS completions per 1,000 people aged 18-44	Determine market saturation relative to the rest of the U.S.	Indicator of demand saturation relative to comparable program in other markets.	Completions per capita from IPEDS completions (enhanced) and Census Population – Age 18-44.
Competitive Intensity	Cost Per Click (Google)	The average cost per click for program related keywords	Evaluate the cost of marketing.	Indicator of the marketing spend of a program.	Cost per click and Competitive Index from Google.
Competitive Intensity	DE Completions	The national total number of completions reported to distance education programs. Completions are for both online and on-ground programs	Identify the modality that graduates attend	Low percentages indicate that offering the program online may not be feasible. High percentages indicate that student preference for online is particularly strong.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	DE Institutions	The national number of institutions identifying their program as being offered online	Identify the modality that schools offer	Low percentages indicate that offering the program online may not be feasible. High percentages indicate that student preference for online is particularly strong.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	Median Program Size	The number of completions for the median program	Size-up the program size for an average program	Best metric for estimating potential program size.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	Number of Competitors	The total number of competitors reporting IPEDS completions	Reveal the volume and concentration of competition	Best measure of number of competing programs. Excludes online programs not reported in the market.	Number of Institutions and Change in Number of Institutions from IPEDS (with Gray enhancements).
Competitive Intensity	Median Program Size Unit Change	The year-over-year change in the number of completions for the median program	Indicate market saturation	Indication of whether competing programs are growing or shrinking. Also a proxy for market saturation.	All data calculated from IPEDS completions information, with Gray's enhancements to program coding.
Competitive Intensity	YoY Change in Competitors	The year-over-year change in the total number of institutions reporting completions	Identify programs where schools are entering or leaving the market	Indication of whether competition is intensifying. Departing programs may indicate an opportunity or problem.	Number of Institutions and Change in Number of Institutions from IPEDS (with Gray enhancements).