

CIP: 51.2201 Public Health, General

Market: Regional and Current Program: School of Public Health and Information Sciences

Total Score: -6

Percentile: 64

**Student Demand**  
Score: 4 Percentile: 95

Category	Pctl	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	0	Int'l Page Views (12 Months)	0	NS
	79	Google Search Volume (3 Months)*	2,284	0
	0	On-ground Completions at In-Market Institutions	0	0
	0	Online Completions by In-Market Students	0	0
Growth	0	Sum of On-ground and Online Completions	0	NS
	50	Inquiry Volume YoY Change (Units)	0	0
	90	Google Search YoY Change (Units)*	567	1
	66	Completion Volume YoY Change (Units)	0	2
	93	Inquiry Volume YoY Change (%)	NA	NS
		Google Search YoY Change (%)*	33%	1
		Completion Volume YoY Change (%)	NA	NS

**Competitive Intensity**  
Score: 0 Percentile: 1

Category	Pctl	Criterion	Value	Score
Volume of Competition	0	Campuses with Graduates**	0	2
	99	National Online Institutions (Units)**	28	NS
	0	Institutions with Online In-Market Students**	0	NS
	50	Institutions YoY Change (Units)**	0	0
		Average Completions by Local Institution	NA	NS
		Median Completions by Local Institution	NA	NS
		YoY Median Program Change (Units)	NA	NS
Market Saturation	63	YoY Median Program Change (%)	NA	NS
	34	Natl'l Online % of Institutions	88%	NS
		Natl'l Online % of Completions	55%	NS
	Average Cost per Inquiry**	NA	NS	
	Google Search * Cost per Click**	\$23	-2	
	Google Competition Index**	0.58	0	

**Employment\***  
Score: -10 Percentile: 28

Category	Pctl	Criterion	Value	Score
Size (Direct Prep)	85	Job Postings Total (12 Months)*	111	0
	85	BLS Current Employment*	1,056	0
	85	BLS Annual Job Openings*	118	0
Size (Generalist)	89	BLS Share of Generalist Employment*	121	0
	89	BLS Share of Generalist Openings*	11	0
Growth (Direct Prep)	58	BLS 1-Year Historical Growth**	-1%	0
	81	BLS 3-Year Historic Growth (CAGR)*	1%	NS
	87	BLS 10-Year Future Growth (CAGR)*	1.8%	NS
Saturation (Direct Prep)	38	Job Postings per Graduate*	0.4	-2
	37	BLS Job Openings per Graduate*	0.4	-2
Wages (Direct Prep)	26	BLS 10th-Percentile Wages*	\$26,383	-5
	31	BLS Mean Wages*	\$47,898	NS
National American Community Survey	25	Natl'l ACS Wages (Age < 30)	\$38,334	0
	33	Natl'l ACS Wages (Age 30-60)	\$78,381	0
Degree Outcomes	60	Natl'l ACS % with Any Graduate Degree	46%	NS
	68	Natl'l ACS % with Masters	35%	NS
	60	Natl'l ACS % with Doct/Prof Degree	10%	NS
	54	Natl'l ACS % Unemp. (Age <30)**	3%	0
	78	Natl'l ACS % Unemp. (Age 30-60)**	3%	-1
	58	Natl'l ACS % in Direct Prep Jobs	4%	NS

**CIP Description:**  
A program that generally prepares individuals to plan, manage, and evaluate public health care services; to function as public health professionals in public agencies, the private sector, and other settings; and to provide leadership in the field of public health. Includes instruction in epidemiology, biostatistics, public health principles, preventive medicine, health policy and regulations, health care services and related administrative functions, public health law enforcement, health economics and budgeting, public communications, and professional standards and ethics.

**Degree Fit:**  
Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
NHEBI Nat'l 2 Year		Cost Index**	NA	NS
		Student Faculty Index	NA	NS

**National Completions by Level**  
Score: 0

Award Level	Completions (National)	Completions (Market)	Inquiries (Market)
Certificate	0%	0%	0%
Associates	1%	0%	0%
Bachelors	22%	7%	30%
Postbaccalaureate Certificate	8%	0%	0%
Masters	88%	89%	88%
Post-masters Certificate	1%	0%	0%
Doctoral	3%	5%	0%
Unknown	0%	0%	4%

**National Workforce Ed. Attainment**  
Score: 0

Award Level	BLS Educational Attainment
No College	15%
Some College	16%
Associates	7%
Bachelors	38%
Masters	25%
Doctoral	3%

\* - 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 Rubric (value = 0).  
2-yr - Associates & certificate programs only.  
PCTL - Percentile

Total Percentile	0	20+	40+	70+	90+	95+	96+	100
Total Score	-58	-24	-17	-3	6	10	13	49

\*\* Color Scale in Reverse

Percentile (Reverse)	<40	40+	70+	90+	95+	96+