



EAB

Blueprint
for Growth

Graduate Enrollment Trends

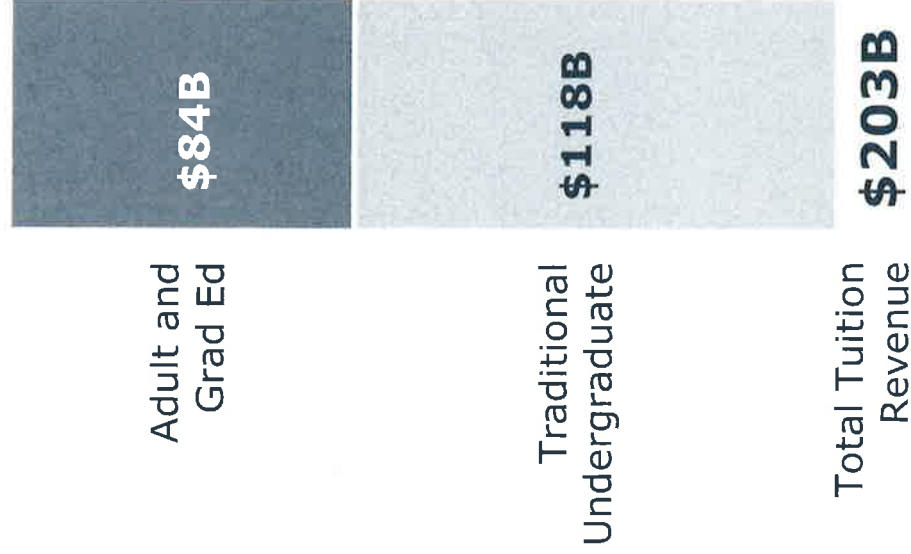
The Data You Need to Know



How Big Is the Adult and Grad Ed Market?

Adult Learners Make Up 42% of Total Higher Ed Tuition Revenue

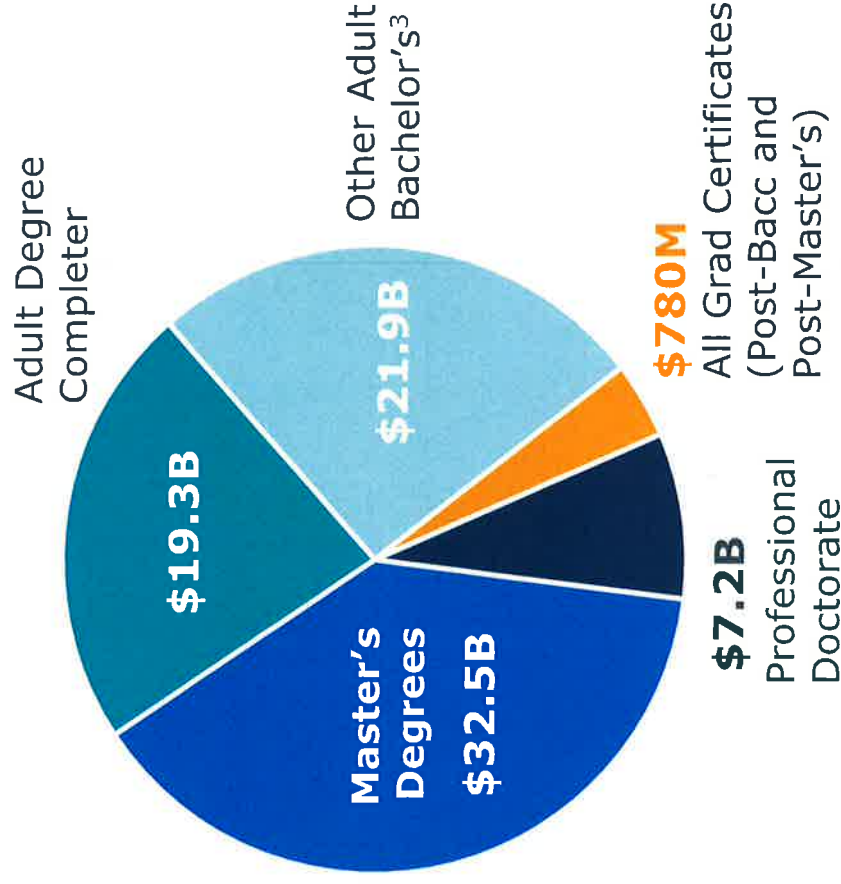
Higher Ed Gross Annual Revenue², 2021



- 1) Tuition discounts not included in analysis
- 2) Includes first-time adult students, second bachelor's students, and non-degree seekers

25+ Undergrad Students Account for Half of All Adult Ed Revenue

Total Gross Annual U.S. Revenue Generated from Adult (25+) Bachelor's, Post-Bac Certificates, and Graduate Enrollment, 20-21

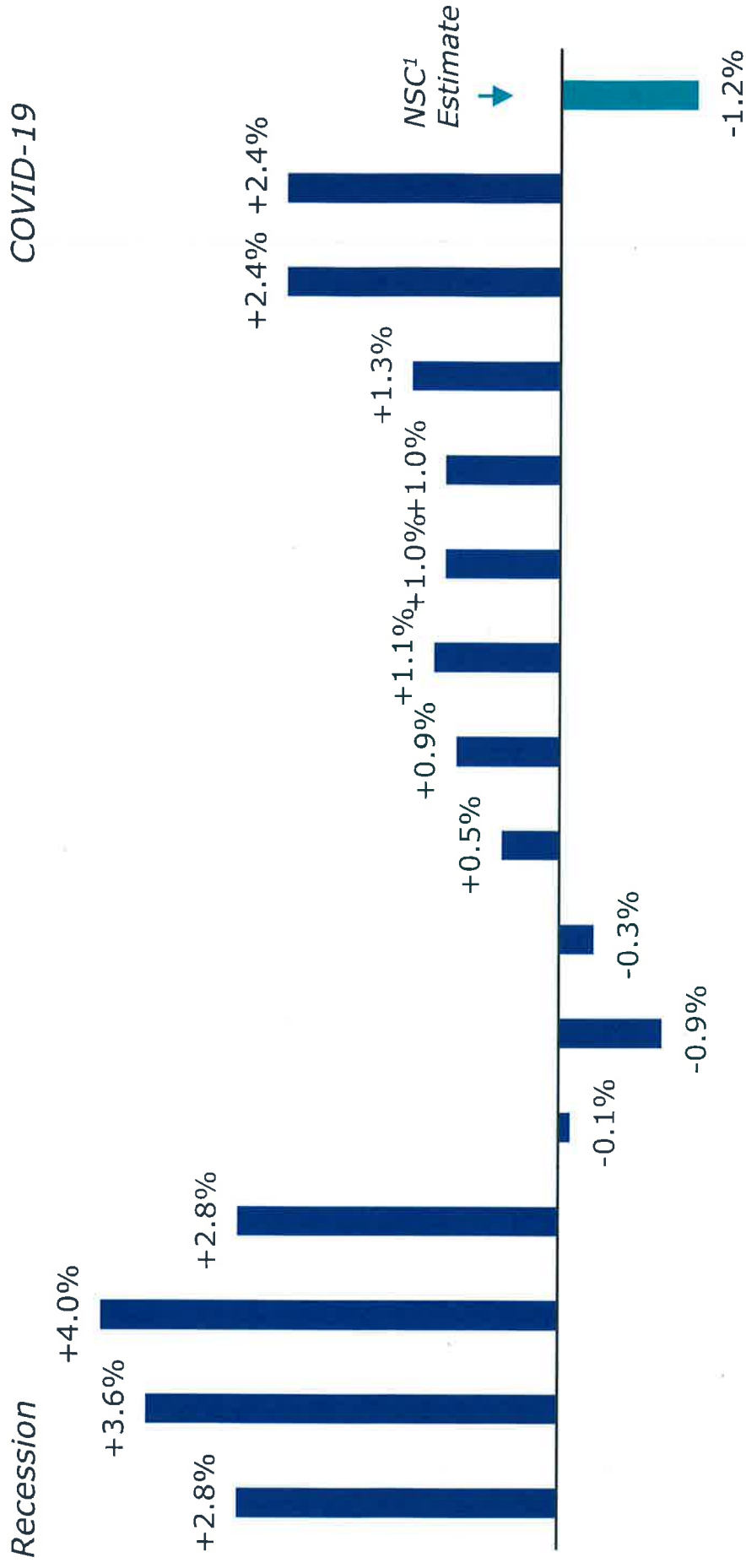


Source: National Center for Education Statistics. (2023). Postbaccalaureate Enrollment. *Condition of Education*. U. S. Department of Education, Institute of Education Sciences ([link](#)); Weissman, S. Lower completion rates among part-time students. *Inside Higher Ed* ([link](#)); National Student Clearinghouse. (2023) *Some College, No Credential Report* ([link](#)); IPEDS Fall 2021 Enrollment Survey Data; IPEDS Spring 2021 Conferrals Survey Data; IPEDS 2021 Student Charges Survey Data; EAB interviews and analysis

The Graduate Pandemic Boom Didn't Last Long

Pandemic-Fueled Growth Weak Compared Previous Recession Growth

Year on Year Growth of Total Graduate Enrollments – All 4-Year Institutions

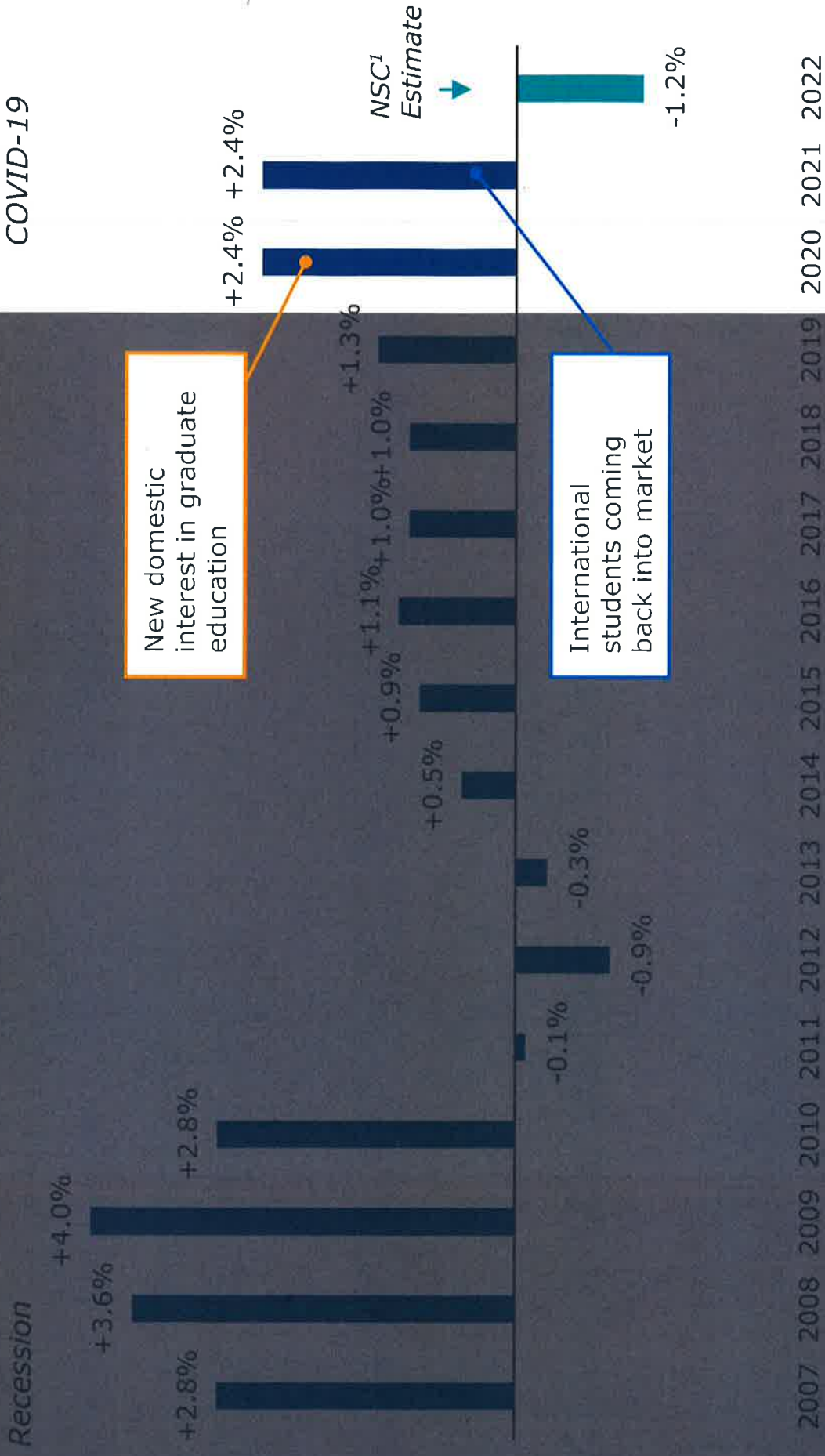


2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

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 Source: EAB analysis of enrollment data from IPEDS Fall Enrollment Surveys 2010-2020, COVID-19 Statistics Informed: Fall 2022, National Student Clearinghouse, Oct. 20, 2022; Current Term Enrollment Estimate – Fall 2021; National Student Clearinghouse: FAB interviews and analysis.

Pandemic Boom Really Didn't Last That Long

Pandemic-Fueled Growth Weak Compared Previous Recession Growth Year on Year Growth of Total Graduate Enrollments – All 4-Year Institutions



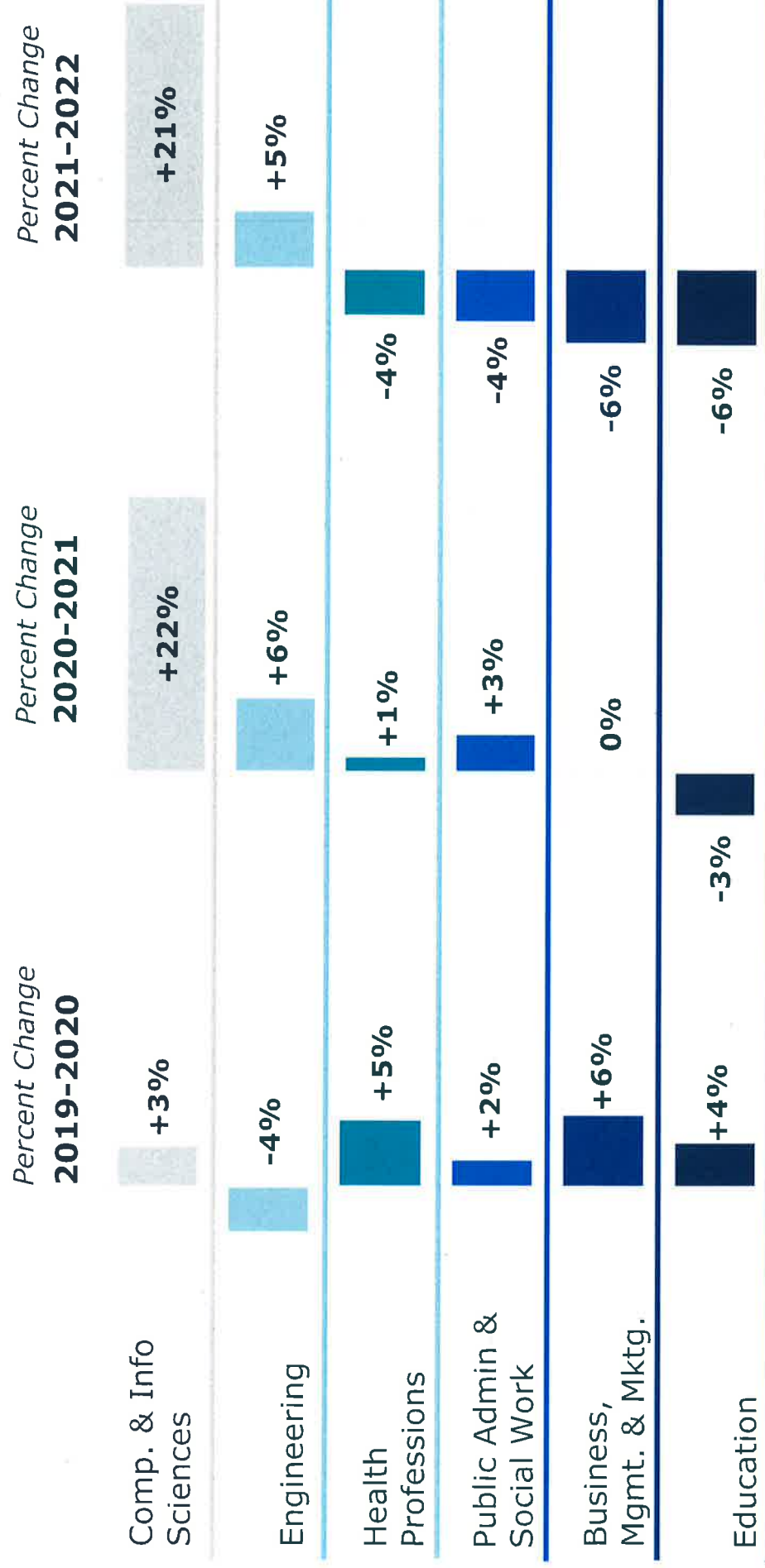
Source: EAB analysis of enrollment data from IPEDS Fall Enrollment Surveys 2010-2020, COVID-19 Status Informed: Fall 2022, National Student Clearinghouse, Oct. 20, 2022; Current Term Enrollment Estimate - Fall 2022, National Student Clearinghouse, EAB, retrieved and analyzed.

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Already in Demand, CS Degrees Take Off in 2020s

Grad enrollment surges in computer & information sciences, but for other core programs, pandemic enrollment growth is all but dissolved.

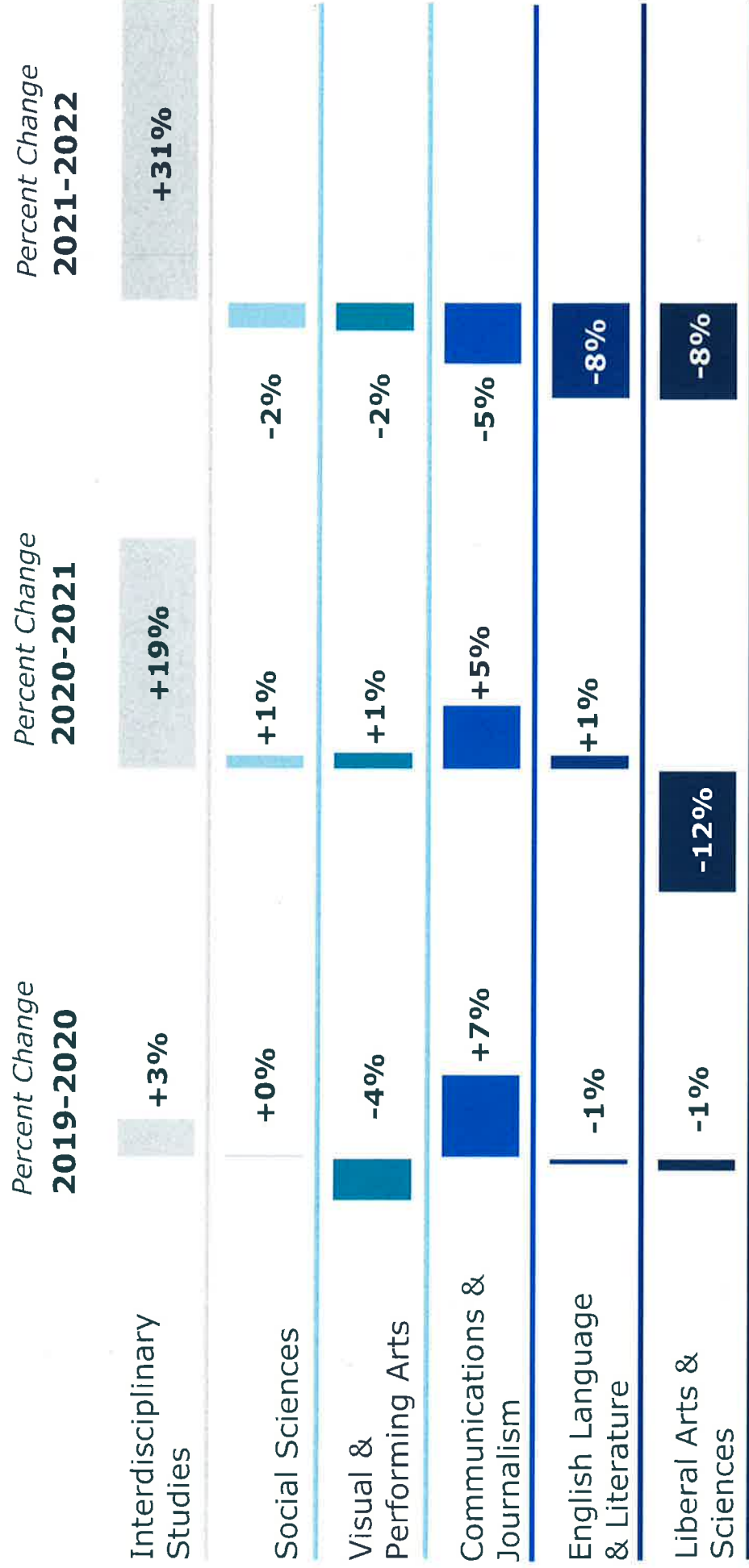
Change in Estimated Master's Degree Enrollments by Major From Fall 2019 to Fall 2022



Declining Interest in More Traditional Programs

The Rise of Interdisciplinary Studies: Demand for Flexibility, A POI Marketing Push, or Something Else?

Change in Estimated Master's Degree Enrollments by Major From Fall 2019 to Fall 2022



Learn More About The Graduate & Adult Learner Markets



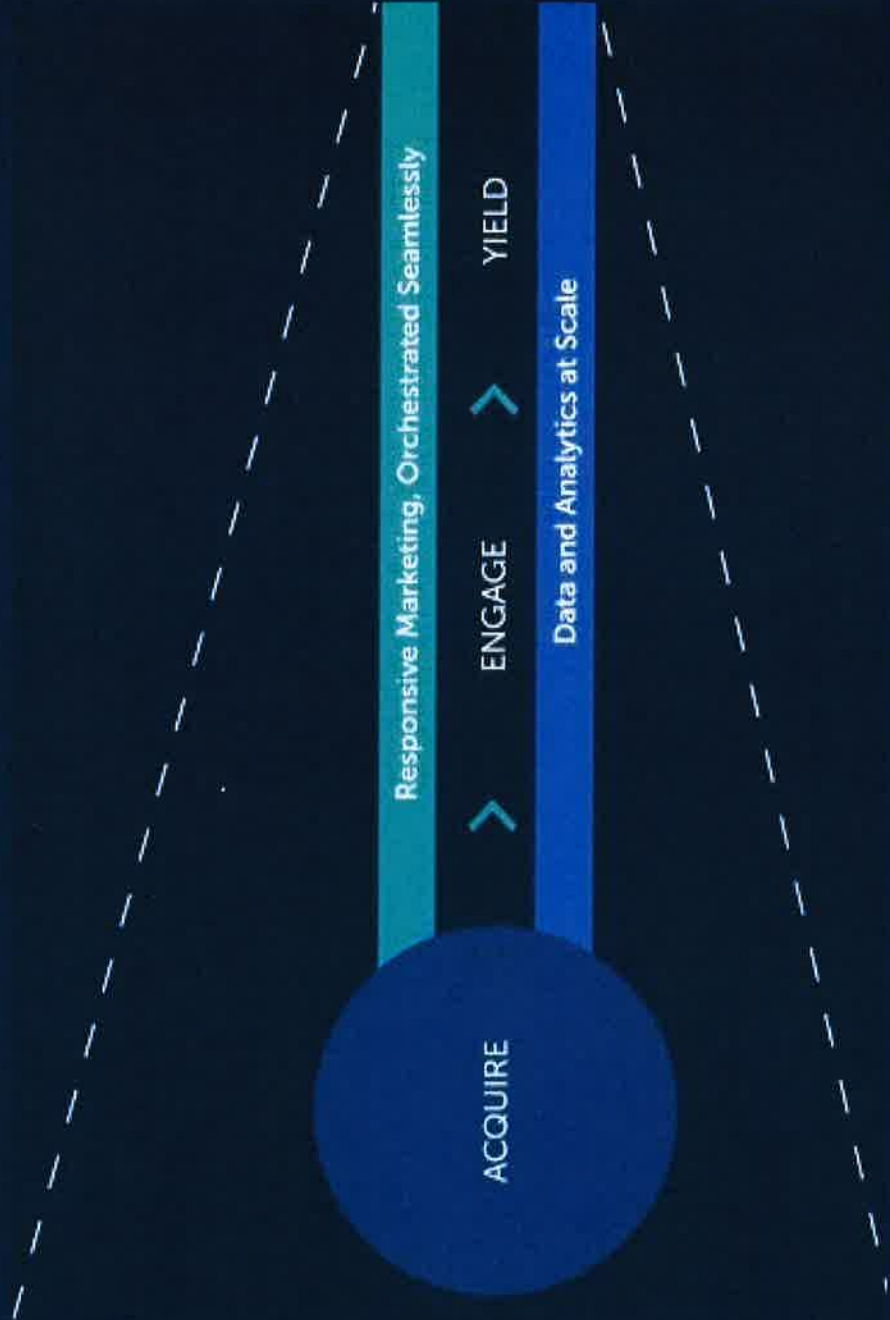
Get the [latest research and insights](#) on graduate, online, and adult learner enrollment right to your inbox



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EAB Adult Learner Recruitment

Helping to Secure Your Future in a Changing Graduate, Online, and Adult Learner Market



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+

Unrivaled Lead
Generation

+

Marketing
Orchestration

+

Full-Funnel
Transparency

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Always Rooted in Research and Data



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