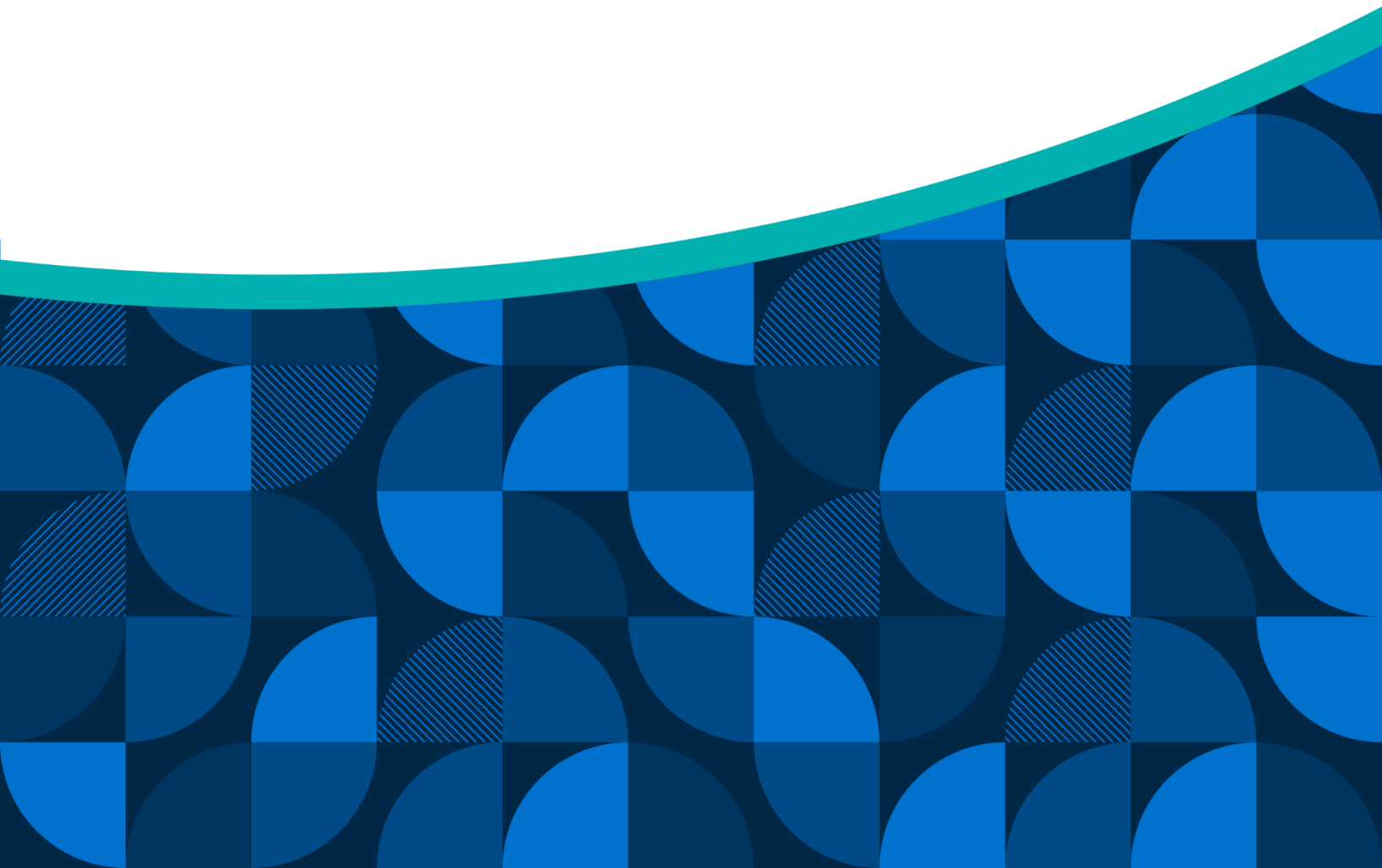




MARKET INSIGHTS BRIEF

Master's Portfolio Health Check



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Recommendations and Considerations

Research Challenge

The partner institution requested a master's portfolio analysis to evaluate the institution's existing portfolio and assess growth opportunities.

Region

The region for this analysis included:

- New York

Key Findings

EAB's market scoring analyses identified the following program as best poised for growth among the partner's existing master's portfolio. These programs demonstrate high and/or growing labor market demand along with some combination of high or growing completions and few regional competitors:

- Physician Associate/Assistant (51.0912)

Further, the following programs demonstrate strong labor market demand, but scored lower in competitive opportunity (i.e., high number of competitors and/or decreasing reported completions). These programs indicate potential for growth based on labor market demand, but the competitive landscape may be a limiting factor:

- Audiology/Audiologist and Speech-Language Pathology/Pathologist (51.0204)
- Banking, Corporate, Finance, and Securities Law (22.0205)
- Bilingual, Multilingual, and Multicultural Education, Other (13.0299)
- Clinical Psychology (42.2801)
- Computer and Information Sciences, General (11.0101)
- Early Childhood Education and Teaching (13.1210)
- International Law and Legal Studies (22.0209)
- Mental Health Counseling/Counselor (51.1508)
- Programs for Foreign Lawyers (22.0202)
- School Psychology (42.2805)

All programs received scores relative to each other. Thus, a program described with low regional labor demand does not necessarily represent low opportunity for growth in absolute terms, but rather lower opportunity for growth when compared to other programs in the master's portfolio.

Overview of this Report

Recommended Next Steps

- Request a 360-degree program assessment to examine potential for growth in an existing program
- Request a market opportunity scan for help identifying promising new program subjects
- Review the Business Affairs Forum's [Rightsizing the Program Portfolio](#) study to learn more about a transformed program review process

Methodology

EAB evaluated the partner's master's program portfolio based on regional labor market demand and competitive landscape variables, including job postings growth over time, projected employment growth, degree conferrals growth over time, and competitive field saturation. EAB assigned each program a quantitative score for labor market demand and competitive opportunity.

Programs receive one of four designations based on program scores:

1. Strongest: Stronger employer demand, stronger competitive opportunity
2. Outcomes-Advantaged: Stronger employer demand, weaker competitive opportunity
3. Competitive-Advantaged: Weaker employer demand, stronger competitive opportunity
4. Challenging: Weaker employer demand, weaker competitive opportunity

The completed portfolio diagnostic appears on page 6.

See Appendix for a detailed explanation of the methodology used in this analysis. Programs are defined by their Classification of Instructional Programs (CIP) code. Typically, the institutional research office reports degree completions to the National Center for Educational Statistics and will match institutional program names to CIP codes. Contact the institutional research office or equivalent for assistance identifying which program names appear within which code.

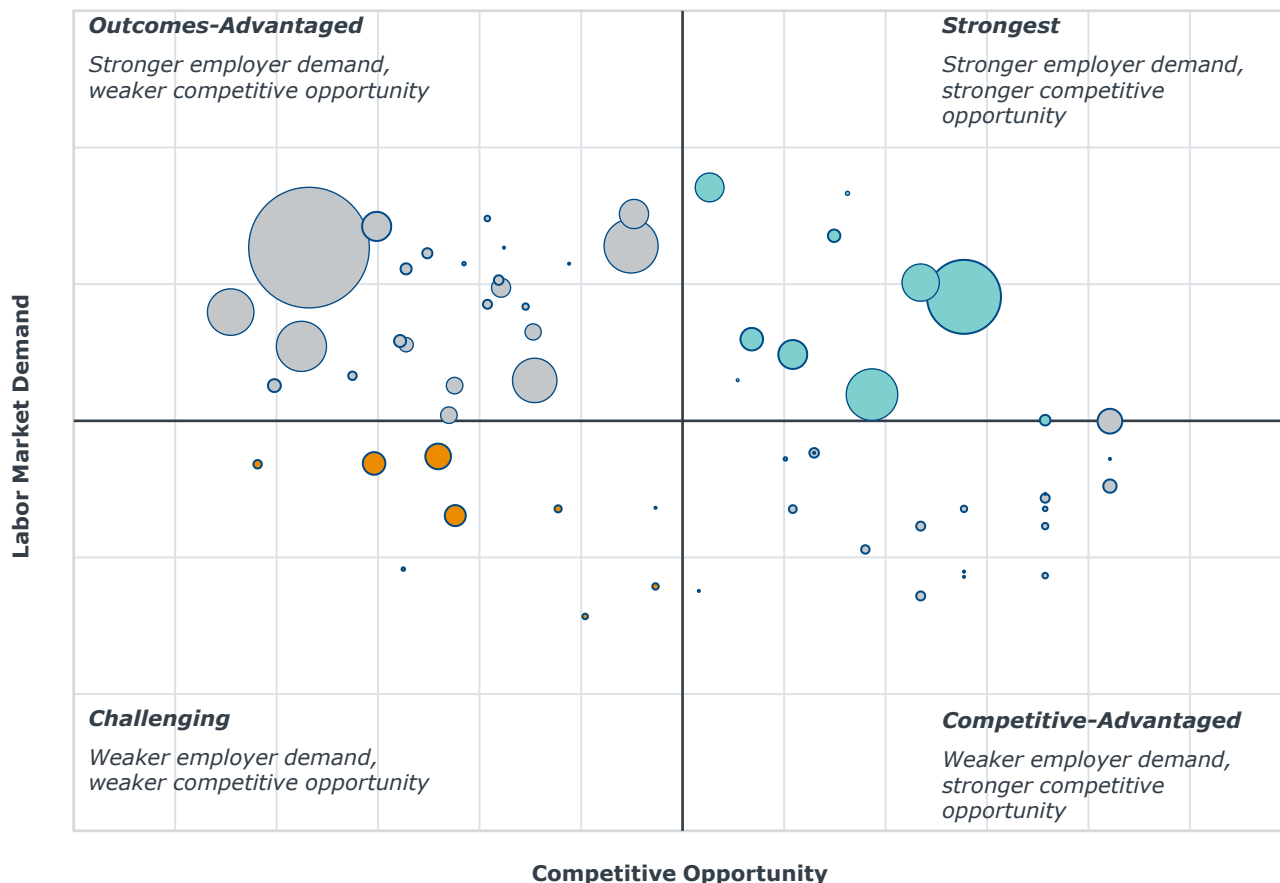
Limitations: The analysis only considers program potential in terms of labor demand and competition and does not account for programs' operational costs or potential capacity limitations (e.g., instructor shortages).

Overview of this Report (cont.)

Market Alignment of the Program Portfolio

The quantitative scores assigned for labor market demand and competitive opportunity, and described on the previous page, allow us to compare programs on both factors, visualized by the chart below. The vertical axis shows how well each program aligns with past and future demand from regional employers—the higher the score, the higher up a bubble sits, and the more demand for graduates in that field. The horizontal axis measures how many other regional institutions offer similar programs and assesses their trends.

Illustrative Labor Market Demand for and Competitive Opportunity of Programs



How to Interpret the Scores

Designation	How to Interpret
Strongest	These programs offer the greatest growth potential across your entire portfolio.
Outcomes-Advantaged	While these programs have stronger employer demand, a tougher competitive environment may make growth challenging.
Competitive-Advantaged	These programs face weaker employer demand, which can limit program growth, but benefit from a stronger competitive market.
Challenging	These programs offer the weakest growth potential across your entire portfolio.

See the following page for a list of your programs by quadrant and Appendix for a full analysis methodology.

Source: EAB interviews and analysis. Lightcast Analyst. Bureau of Labor Statistics. National Center for Education Statistics.

Master's Program Portfolio Index, Strongest

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Physician Associate/Assistant (51.0912)	61	2.55	2.90

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Outcomes-Advantaged

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Audiology/Audiologist and Speech-Language Pathology/Pathologist (51.0204)	31	1.84	2.77
Banking, Corporate, Finance, and Securities Law (22.0205)	5	1.18	2.75
Bilingual, Multilingual, and Multicultural Education, Other (13.0299)	0	0.83	2.89
Clinical Psychology (42.2801)	5	1.63	2.93
Computer and Information Sciences, General (11.0101)	1	2.15	3.03
Early Childhood Education and Teaching (13.1210)	3	1.36	2.50
International Law and Legal Studies (22.0209)	20	1.18	2.75
Mental Health Counseling/Counselor (51.1508)	16	1.63	2.93
Programs for Foreign Lawyers (22.0202)	21	1.18	2.75
School Psychology (42.2805)	20	1.63	2.93

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Competitive-Advantaged

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Business Administration and Management, General (52.0201)	201	2.84	2.27
Business Statistics (52.1302)	2	3.72	1.20
Management Science (52.1301)	25	2.84	2.27
Management Science (52.1301)	25	3.72	1.20
Management Sciences and Quantitative Methods, Other (52.1399)	22	3.72	1.20

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Challenging

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Accounting (52.0301)	79	1.66	1.42
Actuarial Science (52.1304)	5	0.91	1.26
Advertising (09.0903)	11	1.63	1.16
Biology/Biological Sciences, General (26.0101)	18	1.71	1.31
Biometry/Biometrics (26.1101)	0	0.84	1.54
Biotechnology (26.1201)	8	1.72	0.00
Chemistry, General (40.0501)	2	1.31	1.24
Chinese Studies (05.0123)	1	0.94	2.26
Computational Biology (26.1104)	1	0.84	1.54
Computer and Information Systems Security/Auditing/Information Assurance (11.1003)	5	2.27	1.96
Criminal Justice/Law Enforcement Administration (43.0103)	39	1.17	2.22
Criminology (45.0401)	18	1.17	2.22
East Asian Studies (05.0104)	0	0.94	2.26
Educational, Instructional, and Curriculum Supervision (13.0404)	16	0.73	2.39
Elementary Education and Teaching (13.1202)	7	1.51	0.00
English Language and Literature, General (23.0101)	15	1.14	0.00
Entrepreneurial and Small Business Operations, Other (52.0799)	4	0.72	0.00
International and Intercultural Communication (09.0907)	17	0.82	1.33
Neuroscience (26.1501)	3	1.71	1.31

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Challenging (cont.)

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Computational and Applied Mathematics (27.0304)	5	1.22	1.35
Digital Marketing (52.1404)	0	0.83	1.25
Environmental Studies (03.0103)	7	1.49	2.25
Health Information/Medical Records Technology/Technician (51.0707)	0	0.72	1.64
Health Professions and Related Clinical Sciences, Other (51.9999)	0	1.35	0.00
Health/Health Care Administration/Management (51.0701)	10	2.19	1.73
History, General (54.0101)	4	1.43	0.00
Hospitality Administration/Management, General (52.0901)	7	1.20	2.47
Humanities/Humanistic Studies (24.0103)	8	0.81	0.00
Liberal Arts and Sciences, General Studies and Humanities, Other (24.0199)	0	0.81	0.00
Liberal Arts and Sciences/Liberal Studies (24.0101)	1	0.81	0.00
Library and Information Science (25.0101)	35	1.80	2.24
Mathematics Teacher Education (13.1311)	0	1.27	0.00
Museology/Museum Studies (30.1401)	4	1.59	2.27
Pharmaceutical Sciences (51.2010)	2	1.08	2.12
Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (51.2002)	0	1.08	2.12
Public/Applied History (54.0105)	3	1.43	0.00
Social Studies Teacher Education (13.1318)	0	1.73	0.00
Spanish Language Teacher Education (13.1330)	0	1.06	0.00
Toxicology (26.1004)	2	1.08	2.12

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Challenging (cont.)

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Biology Teacher Education (13.1322)	0	0.95	0.00
Counselor Education/School Counseling and Guidance Services (13.1101)	11	1.30	2.45
Education/Teaching of Individuals in Early Childhood Special Education Programs (13.1015)	3	2.44	2.36
Education/Teaching of Individuals in Elementary Special Education Programs (13.1017)	39	2.44	2.36
Education/Teaching of Individuals in Secondary Special Education Programs (13.1019)	17	2.44	2.36
Pharmaceutical Sciences (51.2010)	2	1.08	2.12
Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (51.2002)	0	1.08	2.12
Political Science and Government, General (45.1001)	22	1.46	2.07
Psychology, General (42.0101)	8	1.20	2.47
Public Health, General (51.2201)	4	1.67	1.73
Reading Teacher Education (13.1315)	19	1.82	0.00
Science, Technology and Society (30.1501)	0	0.73	0.00
Secondary Education and Teaching (13.1205)	9	1.89	0.00
Sociology, General (45.1101)	7	1.02	1.48
Spanish Language and Literature (16.0905)	2	0.89	0.00
Special Education and Teaching, General (13.1001)	1	2.44	2.36
Sport and Fitness Administration/Management (31.0504)	41	1.40	1.76
Taxation (52.1601)	28	1.21	1.12
Theology/Theological Studies (39.0601)	8	1.39	1.59
Toxicology (26.1004)	2	1.08	2.12

Source: Lightcast; Bureau of Labor Statistics; National Center for Education Statistics; EAB analysis.

Master's Program Portfolio Index, Challenging (cont.)

Program	Total Conferrals - 2023	Competitive Opp. Score	Labor Market Demand Score
Teaching English as a Second or Foreign Language/ESL Language Instructor (13.1401)	20	1.66	0.00



Appendix

Methodology

The analysis of the partner's master's program portfolio employs a quantitative scoring system to assess labor market demand and competitive opportunity for each program at an institution. To score each program, the analysis distills the most fundamental external signals of market demand in terms of labor market intelligence and competitive landscape, outlined below. The analysis assigns each program two scores (zero through five): the labor market demand score and the competitive opportunity score. The scores rank and compare data across 12 metrics. See the specific metrics below.

Labor market demand score, composed of:

- Unique job postings (2020-Q2 through 2021-Q1, 2024-Q2 through 2025-Q1)
- Percentage change in unique job postings (2020-Q2 through 2021-Q1, 2024-Q2 through 2025-Q1)
- Percentage projected growth in employment (percent) (2034 projected)

Competitive opportunity score, composed of:

- Number of institutions in your labor market offering a program with the same 6-digit CIP code (2023)
- Average percentage change in the number of institutions offering this program (2019 - 2023)
- Average actual change in the number of institutions offering this program (2019 - 2023)
- Degree conferrals reported in your labor market under the same 6-digit CIP code (2023)
- Average annual percentage change in degree conferrals reported under the same 6-digit CIP code (2019 - 2023)
- Average actual change in degree conferrals reported under the same 6-digit CIP code (2019 - 2023)
- National market share of the top 10% of institutions reporting completions under the same 6-digit CIP code (2023)
- Median conferrals per institution reporting completions under the same 6-digit CIP code (2023)

The analysis defines an institution's labor and competitive market as the partner's choice: New York

Labor Market Intelligence Partner: Lightcast

This report includes data made available through EAB's partnership with Lightcast, a labor market analytics firm serving higher education, economic development, and industry leaders in the U.S., Canada, and the United Kingdom.

Lightcast curates and maintains the most comprehensive labor market data sets available for academic program planning, providing real-time job posting data, workforce and alumni outcomes data, and traditional government sources of data.

Under this partnership, EAB may use Lightcast's proprietary Analyst™ and Alumni Insight™ tools to answer partner questions about labor market demand, the competitive landscape, in-demand skills, postings versus actual hires, and skills gaps between job postings and professionals in the workforce.

The Lightcast tools also provide EAB with in-depth access to unsuppressed, zip-code-level government data for occupations, industries, programs, and demographics.

For more complete descriptions of the Lightcast tools, visit <https://lightcast.io/solutions/education/analyst> and <https://lightcast.io/solutions/education/alumni-pathways>

To learn more about Lightcast and its software and services, please contact Bob Hieronymus, Vice President of Business Development at bob.hieronymus@lightcast.io.

Master's Program Labor Market Opportunity Regional Data

Labor Market Intelligence Data

Regional Data

Program	Job Postings, Q2 2020-Q1 2021	Job Postings, Q2 2024-Q1 2025	Change in Job Postings (%)	Projected Growth (%)	Labor Market Demand Score
Accounting	28,470	22,669	-20.38%	7.76%	1.42
Actuarial Science	709	643	-9.31%	6.11%	1.26
Advertising	5,614	3,265	-41.84%	6.79%	1.16
Biology/Biological Sciences, General	714	554	-22.41%	9.08%	1.31
Biometry/Biometrics	400	225	-43.75%	16.45%	1.54
Business Administration and Management, General	71,907	64,643	-10.10%	7.01%	2.27
Business Statistics	21,977	12,813	-41.70%	15.19%	1.20
Chemistry, General	870	686	-21.15%	6.76%	1.24
Chinese Studies	83	104	25.30%	7.26%	2.26
Clinical Psychology	6,219	7,498	20.57%	20.47%	2.93
Computational Biology	400	225	-43.75%	16.45%	1.54
Computer and Information Sciences, General	261	277	6.13%	38.00%	3.03
East Asian Studies	83	104	25.30%	7.26%	2.26
International and Intercultural Communication	12,079	9,539	-21.03%	7.86%	1.33
Management Science	71,907	64,643	-10.10%	7.01%	2.27
Management Science	21,977	12,813	-41.70%	15.19%	1.20
Management Sciences and Quantitative Methods, Other	21,977	12,813	-41.70%	15.19%	1.20
Mental Health Counseling/Counselor	6,219	7,498	20.57%	20.47%	2.93

Source: EAB analysis. Lightcast Analyst.

Master's Program Labor Market Opportunity Regional Data (cont.)

Labor Market Intelligence Data Regional Data

Program	Job Postings, Q2 2020-Q1 2021	Job Postings, Q2 2024-Q1 2025	Change in Job Postings (%)	Projected Growth (%)	Labor Market Demand Score
Neuroscience	714	554	-22.41%	9.08%	1.31
School Psychology	6,219	7,498	20.57%	20.47%	2.93
Banking, Corporate, Finance, and Securities Law	8,785	11,131	26.70%	9.96%	2.75
Bilingual, Multilingual, and Multicultural Education, Other	11,622	15,968	37.39%	6.62%	2.89
Computer and Information Systems Security/Auditing/Information Assurance	6,039	4,263	-29.41%	30.49%	1.96
Criminal Justice/Law Enforcement Administration	2,600	3,675	41.35%	1.13%	2.22
Criminology	2,600	3,675	41.35%	1.13%	2.22
Early Childhood Education and Teaching	3,244	3,765	16.06%	11.08%	2.5
Educational, Instructional, and Curriculum Supervision	2,901	3,751	29.30%	7.05%	2.39
Finance, General	21,341	18,091	-15.23%	13.13%	1.65
Health Information/Medical Records Technology/Technician	170	157	-7.65%	15.78%	1.64
Health/Health Care Administration/Management	23,144	20,483	-11.50%	12.96%	1.73
Hospitality Administration/Management, General	3,315	4,781	44.22%	7.47%	2.47
Insurance	7,507	5,138	-31.56%	1.76%	1.05
International Law and Legal Studies	8,785	11,131	26.70%	9.96%	2.75
Library and Information Science	514	1,184	130.35%	4.55%	2.24
Programs for Foreign Lawyers	8,785	11,131	26.70%	9.96%	2.75

Source: EAB analysis. Lightcast Analyst.

Master's Program Labor Market Opportunity Regional Data (cont.)

Labor Market Intelligence Data Regional Data

Program	Job Postings, Q2 2020-Q1 2021	Job Postings, Q2 2024-Q1 2025	Change in Job Postings (%)	Projected Growth (%)	Labor Market Demand Score
Computational and Applied Mathematics	13	12	-7.69%	6.58%	1.35
Digital Marketing	34,287	23,340	-31.93%	12.62%	1.25
Education/Teaching of Individuals in Early Childhood Special Education Programs	2,513	3,532	40.55%	5.91%	2.36
Education/Teaching of Individuals in Elementary Special Education Programs	2,513	3,532	40.55%	5.91%	2.36
Education/Teaching of Individuals in Secondary Special Education Programs	2,513	3,532	40.55%	5.91%	2.36
Environmental Studies	1,539	1,976	28.40%	4.79%	2.25
Experimental Psychology	1,428	2,775	94.33%	9.16%	2.47
Museology/Museum Studies	322	438	36.02%	7.29%	2.27
Pharmaceutical Sciences	3,184	3,365	5.68%	6.90%	2.12
Pharmacy Administration and Pharmacy Policy and Regulatory Affairs	3,184	3,365	5.68%	6.90%	2.12
Physician Associate/Assistant	3,275	3,721	13.62%	24.13%	2.9
Political Science and Government, General	8	33	312.50%	1.34%	2.07
Psychology, General	1,428	2,775	94.33%	9.16%	2.47
Public Health, General	1,398	1,362	-2.58%	9.63%	1.73
Sociology, General	5,822	4,785	-17.81%	13.02%	1.48
Special Education and Teaching, General	2,513	3,532	40.55%	5.91%	2.36
Theology/Theological Studies	525	535	1.90%	-1.61%	1.59

Source: EAB analysis. Lightcast Analyst.

Master's Program Labor Market Opportunity Regional Data (cont.)

Labor Market Intelligence Data

Regional Data

Program	Job Postings, Q2 2020-Q1 2021	Job Postings, Q2 2024-Q1 2025	Change in Job Postings (%)	Projected Growth (%)	Labor Market Demand Score
Toxicology	3,184	3,365	5.68%	6.90%	2.12
Audiology/Audiologist and Speech-Language Pathology/Pathologist	2,867	3,181	10.95%	20.87%	2.77
Counselor Education/School Counseling and Guidance Services	2,347	2,758	17.51%	10.54%	2.45
Sport and Fitness Administration/Management	122	120	-1.64%	9.80%	1.76
Taxation	262	177	-32.44%	3.13%	1.12

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Accounting (52.0301)	1,393	-32.05%	-657	16	46.09%
Actuarial Science (52.1304)	51	-43.96%	-40	3	88.24%
Advertising (09.0903)	66	50.00%	22	21	51.52%
Biology/Biological Sciences, General (26.0101)	370	13.15%	43	7	52.15%
Biometry/Biometrics (26.1101)	0	N/A	0	0	73.33%
Biotechnology (26.1201)	132	80.82%	59	11	46.97%
Business Statistics (52.1302)	105	-34.38%	-55	3	70.99%
Chinese Studies (05.0123)	1	N/A	1	1	58.82%
Computational Biology (26.1104)	15	N/A	15	3	73.33%
East Asian Studies (05.0104)	16	-5.88%	-1	6	58.82%
Management Science (52.1301)	1,777	4836.11%	1,741	29	70.99%
Management Sciences and Quantitative Methods, Other (52.1399)	3,526	185.51%	2,291	82	70.99%
Neuroscience (26.1501)	96	26.32%	20	13	52.15%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Bilingual, Multilingual, and Multicultural Education, Other (13.0299)	0	N/A	0	0	N/A
Business Administration and Management, General (52.0201)	4,245	-44.09%	-3,348	26	60.74%
Chemistry, General (40.0501)	237	7.24%	16	4	65.40%
Clinical Psychology (42.2801)	8	-96.54%	-223	0	41.60%
Computer and Information Sciences, General (11.0101)	2,790	38.12%	770	18	59.68%
Computer and Information Systems Security/Auditing/Information Assurance (11.1003)	527	142.86%	310	20	51.61%
Criminal Justice/Law Enforcement Administration (43.0103)	265	-18.21%	-59	12	75.43%
Criminology (45.0401)	28	16.67%	4	9	75.43%
Early Childhood Education and Teaching (13.1210)	464	-6.07%	-30	6	42.03%
International and Intercultural Communication (09.0907)	17	-37.04%	-10	17	100.00%
Management Science (52.1301)	1,777	4836.11%	1,741	29	60.74%
Mental Health Counseling/Counselor (51.1508)	912	6.54%	56	22	41.60%
School Psychology (42.2805)	282	-19.20%	-67	12	41.60%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Educational, Instructional, and Curriculum Supervision (13.0404)	33	-67.65%	-69	3	48.48%
Elementary Education and Teaching (13.1202)	803	-11.17%	-101	10	42.71%
English Language and Literature, General (23.0101)	223	-13.57%	-35	6	52.91%
English/Language Arts Teacher Education (13.1305)	258	-15.13%	-46	6	37.21%
Entrepreneurial and Small Business Operations, Other (52.0799)	4	N/A	4	2	100.00%
Finance, General (52.0801)	131	-56.33%	-169	5	52.67%
Health Information/Medical Records Technology/Technician (51.0707)	0	-100.00%	-8	0	N/A
Health/Health Care Administration/Management (51.0701)	564	31.47%	135	17	50.00%
History, General (54.0101)	297	-4.81%	-15	6	51.97%
Hospitality Administration/Management, General (52.0901)	8	60.00%	3	4	87.50%
Public/Applied History (54.0105)	7	250.00%	5	4	51.97%
Social Studies Teacher Education (13.1318)	284	26.22%	59	6	35.21%
Spanish Language Teacher Education (13.1330)	51	2.00%	1	1	70.59%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Banking, Corporate, Finance, and Securities Law (22.0205)	120	66.67%	48	5	86.71%
Computational and Applied Mathematics (27.0304)	22	69.23%	9	5	77.27%
Digital Marketing (52.1404)	0	N/A	0	0	N/A
Environmental Studies (03.0103)	91	22.97%	17	7	57.14%
Humanities/Humanistic Studies (24.0103)	74	2.78%	2	6	73.84%
Insurance (52.1701)	7	16.67%	1	7	100.00%
International Law and Legal Studies (22.0209)	120	-0.83%	-1	20	86.71%
Liberal Arts and Sciences, General Studies and Humanities, Other (24.0199)	0	N/A	0	0	73.84%
Liberal Arts and Sciences/Liberal Studies (24.0101)	205	-30.74%	-91	3	73.84%
Library and Information Science (25.0101)	361	5.25%	18	35	30.47%
Mathematics Teacher Education (13.1311)	257	-6.55%	-18	5	42.80%
Museology/Museum Studies (30.1401)	142	32.71%	35	10	26.76%
Programs for Foreign Lawyers (22.0202)	61	-31.46%	-28	11	86.71%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Biology Teacher Education (13.1322)	81	-28.32%	-32	2	56.79%
Experimental Psychology (42.2704)	36	33.33%	9	6	46.98%
Health Professions and Related Clinical Sciences, Other (51.9999)	234	4.46%	10	16	52.99%
Pharmaceutical Sciences (51.2010)	55	129.17%	31	14	40.32%
Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (51.2002)	0	-100.00%	-24	0	40.32%
Physician Associate/Assistant (51.0912)	1,192	18.14%	183	41	29.11%
Political Science and Government, General (45.1001)	239	14.90%	31	11	39.75%
Psychology, General (42.0101)	477	-17.76%	-103	11	46.98%
Public Health, General (51.2201)	1,069	2.99%	31	9	65.48%
Reading Teacher Education (13.1315)	820	7.61%	58	10	50.00%
Spanish Language and Literature (16.0905)	72	-11.11%	-9	3	56.94%
Theology/Theological Studies (39.0601)	102	30.77%	24	10	30.39%
Toxicology (26.1004)	7	-41.67%	-5	4	40.32%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Conferrals Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	Total Conferrals, 2023	Change in Conferrals (%)	Actual Change in Conferrals (#)	Median Conferrals per Institution, 2023	Conferrals by Top 10% of Institutions, 2023
Audiology/Audiologist and Speech-Language Pathology/Pathologist (51.0204)	546	17.17%	80	30	59.89%
Counselor Education/School Counseling and Guidance Services (13.1101)	740	-8.53%	-69	11	60.41%
Education/Teaching of Individuals in Early Childhood Special Education Programs (13.1015)	745	33.75%	188	8	77.00%
Education/Teaching of Individuals in Elementary Special Education Programs (13.1017)	859	18.32%	133	14	77.00%
Education/Teaching of Individuals in Secondary Special Education Programs (13.1019)	455	15.19%	60	5	77.00%
Science, Technology and Society (30.1501)	8	-38.46%	-5	3	75.00%
Secondary Education and Teaching (13.1205)	476	16.10%	66	9	47.69%
Sociology, General (45.1101)	161	-16.15%	-31	5	32.92%
Special Education and Teaching, General (13.1001)	776	-9.24%	-79	4	77.00%
Sport and Fitness Administration/Management (31.0504)	252	-10.00%	-28	13	51.59%
Taxation (52.1601)	195	-23.83%	-61	12	52.82%
Teaching English as a Second or Foreign Language/ESL Language Instructor (13.1401)	661	-21.50%	-181	12	37.22%

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Competitors Data

*N/A: Unable to calculate due to missing conferral data

Program	No. of Competitors, 2023	Change in No. of Competitors (%)	Actual Change in No. of Competitors (#)	Competitive Opportunity Score
Accounting (52.0301)	46	-2.13%	-1	1.66
Actuarial Science (52.1304)	3	50.00%	1	0.91
Advertising (09.0903)	2	N/A	0	1.63
Biology/Biological Sciences, General (26.0101)	28	-3.45%	-1	1.71
Biometry/Biometrics (26.1101)	1	-66.67%	-2	0.84
Biotechnology (26.1201)	7	16.67%	1	1.72
Business Administration and Management, General (52.0201)	71	7.58%	5	2.84
Business Statistics (52.1302)	9	28.57%	2	3.72
Chemistry, General (40.0501)	21	-4.55%	-1	1.31
Computational Biology (26.1104)	2	100.00%	1	0.84
East Asian Studies (05.0104)	2	N/A	0	0.94
Management Science (52.1301)	13	116.67%	7	2.84
Management Science (52.1301)	13	116.67%	7	3.72
Management Sciences and Quantitative Methods, Other (52.1399)	14	55.56%	5	3.72
Neuroscience (26.1501)	9	-10.00%	-1	1.71

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Competitors Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	No. of Competitors, 2023	Change in No. of Competitors (%)	Actual Change in No. of Competitors (#)	Competitive Opportunity Score
Clinical Psychology (42.2801)	9	-30.77%	-4	1.63
Computer and Information Sciences, General (11.0101)	17	-5.56%	-1	2.15
Computer and Information Systems Security/Auditing/Information Assurance (11.1003)	15	50.00%	5	2.27
Criminal Justice/Law Enforcement Administration (43.0103)	7	N/A	0	1.17
Criminology (45.0401)	2	100.00%	1	1.17
Early Childhood Education and Teaching (13.1210)	26	4.00%	1	1.36
Educational, Instructional, and Curriculum Supervision (13.0404)	7	-12.50%	-1	0.73
Elementary Education and Teaching (13.1202)	52	-8.77%	-5	1.51
English Language and Literature, General (23.0101)	30	-6.25%	-2	1.14
English/Language Arts Teacher Education (13.1305)	34	-2.86%	-1	1.29
Entrepreneurial and Small Business Operations, Other (52.0799)	1	N/A	0	0.72
Finance, General (52.0801)	18	-5.26%	-1	0.94
Mental Health Counseling/Counselor (51.1508)	34	N/A	0	1.63
School Psychology (42.2805)	19	-13.64%	-3	1.63
Spanish Language Teacher Education (13.1330)	19	-9.52%	-2	1.06

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Competitors Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	No. of Competitors, 2023	Change in No. of Competitors (%)	Actual Change in No. of Competitors (#)	Competitive Opportunity Score
Banking, Corporate, Finance, and Securities Law (22.0205)	2	N/A	0	1.18
Health Information/Medical Records Technology/Technician (51.0707)	1	-50.00%	-1	0.72
Health/Health Care Administration/Management (51.0701)	24	33.33%	6	2.19
History, General (54.0101)	27	3.85%	1	1.43
Hospitality Administration/Management, General (52.0901)	1	N/A	0	1.20
Humanities/Humanistic Studies (24.0103)	5	N/A	0	0.81
Insurance (52.1701)	1	N/A	1	1.13
International Law and Legal Studies (22.0209)	2	-50.00%	-2	1.18
Liberal Arts and Sciences, General Studies and Humanities, Other (24.0199)	N/A	-100.00%	-1	0.81
Liberal Arts and Sciences/Liberal Studies (24.0101)	17	-19.05%	-4	0.81
Library and Information Science (25.0101)	6	N/A	0	1.80
Mathematics Teacher Education (13.1311)	35	-7.89%	-3	1.27
Programs for Foreign Lawyers (22.0202)	4	N/A	0	1.18
Public/Applied History (54.0105)	1	N/A	1	1.43
Social Studies Teacher Education (13.1318)	33	-5.71%	-2	1.73

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Competitors Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	No. of Competitors, 2023	Change in No. of Competitors (%)	Actual Change in No. of Competitors (#)	Competitive Opportunity Score
Computational and Applied Mathematics (27.0304)	2	100.00%	1	1.22
Environmental Studies (03.0103)	7	16.67%	1	1.49
Experimental Psychology (42.2704)	6	N/A	0	1.20
Health Professions and Related Clinical Sciences, Other (51.9999)	9	-18.18%	-2	1.35
Museology/Museum Studies (30.1401)	9	N/A	0	1.59
Pharmaceutical Sciences (51.2010)	3	50.00%	1	1.08
Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (51.2002)	1	N/A	0	1.08
Physician Associate/Assistant (51.0912)	22	10.00%	2	2.55
Political Science and Government, General (45.1001)	15	-11.76%	-2	1.46
Psychology, General (42.0101)	25	-10.71%	-3	1.20
Public Health, General (51.2201)	25	13.64%	3	1.67
Reading Teacher Education (13.1315)	46	-6.12%	-3	1.82
Spanish Language and Literature (16.0905)	16	-11.11%	-2	0.89
Theology/Theological Studies (39.0601)	7	-22.22%	-2	1.39
Toxicology (26.1004)	1	N/A	0	1.08

Source: EAB analysis. Lightcast Analyst.

Master's Program Competitive Opportunity Regional Competitors Data (cont.)

*N/A: Unable to calculate due to missing conferral data

Program	No. of Competitors, 2023	Change in No. of Competitors (%)	Actual Change in No. of Competitors (#)	Competitive Opportunity Score
Audiology/Audiologist and Speech-Language Pathology/Pathologist (51.0204)	11	-8.33%	-1	1.84
Biology Teacher Education (13.1322)	30	-9.09%	-3	0.95
Counselor Education/School Counseling and Guidance Services (13.1101)	31	-8.82%	-3	1.30
Education/Teaching of Individuals in Early Childhood Special Education Programs (13.1015)	26	36.84%	7	2.44
Education/Teaching of Individuals in Elementary Special Education Programs (13.1017)	31	19.23%	5	2.44
Education/Teaching of Individuals in Secondary Special Education Programs (13.1019)	28	27.27%	6	2.44
Science, Technology and Society (30.1501)	3	N/A	0	0.73
Secondary Education and Teaching (13.1205)	30	7.14%	2	1.89
Sociology, General (45.1101)	18	-5.26%	-1	1.02
Special Education and Teaching, General (13.1001)	39	-9.30%	-4	2.44
Sport and Fitness Administration/Management (31.0504)	10	42.86%	3	1.40
Taxation (52.1601)	10	11.11%	1	1.21
Teaching English as a Second or Foreign Language/ESL Language Instructor (13.1401)	37	5.71%	2	1.66

Source: EAB analysis. Lightcast Analyst.



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