

TOP 10 UNDERGRADUATE DEGREES ON THE RISE AND THE DECLINE

Not all undergraduate degrees are created equal and some fields experience higher popularity and potential for enrollment growth than others. To optimize their degree portfolios so as to capture the widest segment of the student enrollment market, the most successful higher education institutions prioritize tracking student and labor market trends and aligning their undergraduate programming accordingly.

THE DEGREE FIELDS RISING TO THE TOP AND DRIFTING TO THE BOTTOM*

DRIVERS OF DEGREE DEMAND



THE FASTEST GROWER

Informatics Programs
Informatics is the number one fastest growing program in the U.S. as practical applications of computers to other fields and disciplines increases.



FASTEST FIELD

Health Profession Degrees
Health profession degrees represent 3 out of the top 10 fastest growing bachelor's degree programs growing by 8.7% over the five-year period. Demand is driven by a shortage of health care workers and an aging population.



AVAILABILITY OF POSITIONS

Software Developers for Applications had the highest volume of job postings in 2017. In contrast, Writers and Authors had very few open positions in 2017.



SALARY

Occupations associated with the fastest growing degree fields (e.g., software developers, economists) generally have higher entry-level wages than those associated with the fastest-declining fields (e.g., preschool teachers, graphic designers).



SLOWEST FIELD

Education Degrees
Education degrees represent 4 out of the bottom 10 bachelor's degree programs declining by 4.4% over the five-year period. Low wages and high turnover contribute to the teaching shortage and drive down the profession's attractiveness.



THE BOTTOM OF THE PILE

Accounting and Business Management
Accounting and Business Management is the number one fastest declining program as specialized business degrees such as Organizational Leadership attract greater demand.



EDUCATIONAL ATTAINMENT

Social science research assistants and preschool teachers do not require a bachelor's degree for entry. In contrast, economists and pharmacists require master's and doctoral degrees, respectively, thus fueling demand for bachelor's degrees.

* Five-year period refers to 2012-2016.

DEGREES ON THE RISE

TOP 10 BACHELOR'S DEGREE PROGRAMS

Highest Annualized Growth Rate in Degree Completions in the United States, 2012-2016



Source: IPEDS.

AVERAGE ANNUAL ENTRY LEVEL WAGE FOR OCCUPATIONS

Related to Top 10 Rising Degrees

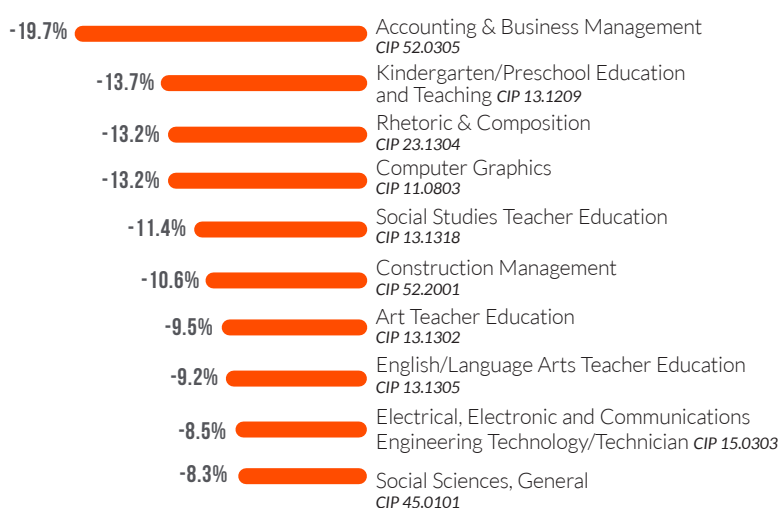


Source: JobsEQ.

DEGREES ON THE DECLINE

BOTTOM 10 BACHELOR'S DEGREE PROGRAMS

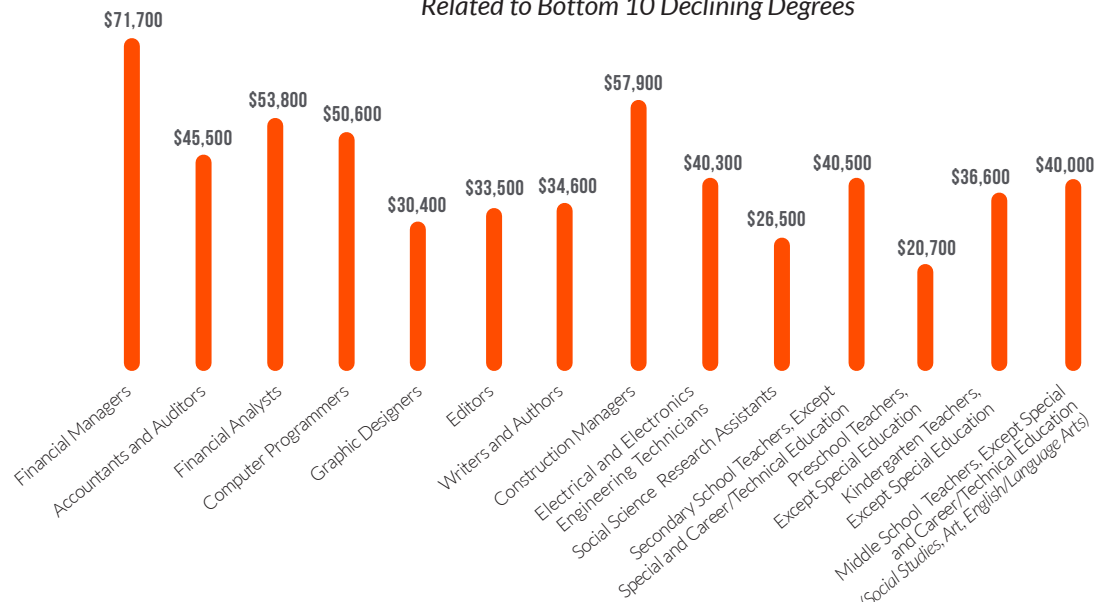
Lowest Annualized Growth Rate in Degree Completions in the United States, 2012-2016



Source: IPEDS.

AVERAGE ANNUAL ENTRY LEVEL WAGE FOR OCCUPATIONS

Related to Bottom 10 Declining Degrees



Source: JobsEQ.

Note: Figure does not include occupations where the educational attainment is above bachelor's degree.

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