

The Top Fastest-Growing Degrees in Higher Ed

Since the summer of 2020 some degree search trends have cooled while employers have heated up demand for others.

We analyzed consumer web searches, employment projections and job postings, the number of graduates within a program and the number of institutions offering a program to compile this list of the fastest-growing bachelor's and master's programs nationally:

BACHELOR'S DEGREE

CYBERSECURITY

With the number and severity of cyberattacks increasing, organizations need more professionals to safeguard their data and networks.

AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

137%
INCREASE IN SEARCH TREND 5-YEAR

7%
PROJECTED EMPLOYMENT GROWTH

BE AWARE: Despite growing consumer and employer demand, competition among providers is rising. Scaling this program may be challenging for some colleges. Those that are successful will need to differentiate themselves.

BACHELOR'S DEGREE & MASTER'S DEGREE

DATA ANALYTICS

66%
INCREASE IN SEARCH TREND

11%
PROJECTED EMPLOYMENT GROWTH

Rising demand due to organizations' increasing collection of big data to inform decisions that improve processes and enhance profits.

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

MASTER'S DEGREE

APPLIED BEHAVIOR ANALYSIS

Driven by a growing demand in residential, school and community-based settings for professionals who can help people with behavior disorders and disabilities.

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

31%
INCREASE IN SEARCH TREND

12%
PROJECTED EMPLOYMENT GROWTH

MASTER'S DEGREE

ARTIFICIAL INTELLIGENCE (AI)

As technology becomes more advanced and ubiquitous, there's growing demand for professionals who can design and improve AI applications.

AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

24%
INCREASE IN SEARCH TREND

12%
PROJECTED EMPLOYMENT GROWTH

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BACHELOR'S DEGREE

SUPPLY CHAIN MANAGEMENT

Renewed interest in global trade relations and production is fueling growth.

AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

13%
INCREASE IN SEARCH TREND

4%
PROJECTED EMPLOYMENT GROWTH

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MASTER'S DEGREE

HEALTHCARE ADMINISTRATION

To better support the professionals on the frontlines of care, healthcare organizations and systems need more leaders who can manage the industry's people, resources, operations and policies.

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

12%
INCREASE IN SEARCH TREND

17%
PROJECTED EMPLOYMENT GROWTH

MASTER'S DEGREE

NURSE PRACTITIONER

Physician specialization is increasing the need for highly skilled, broadly focused primary care providers who can bridge the gap between doctors and registered nurses (RNs).

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

4%
INCREASE IN SEARCH TREND

9%
PROJECTED EMPLOYMENT GROWTH

BACHELOR'S DEGREE & MASTER'S DEGREE

PUBLIC HEALTH

Increased interest in topics like epidemiological modeling and infection control, as well as health disparities in minority communities.

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

-14%
CHANGE IN SEARCH TREND

8%
PROJECTED EMPLOYMENT GROWTH

Which degrees offer the most opportunity for your institution? While these degrees made our list based on national trends, there may be different levels of demand in certain areas of the country or other caveats to consider. Collegis can help you analyze your market and provide recommendations for which degrees will make the list in your region.

Contact us for a program analysis at [CollegisEducation.com](https://www.collegiseducation.com)