

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.

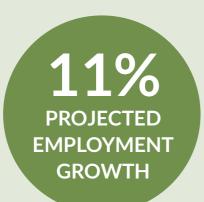
AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

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.

66%
INCREASE IN SEARCH TREND



BACHELOR'S DEGREE & MASTER'S DEGREE

DATA ANALYTICS

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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

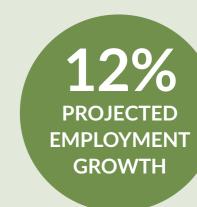
MASTER'S DEGREE

APPLIED BEHAVIOR ANALYSIS

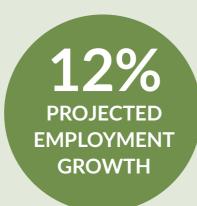
Driven by a growing demand in residential, school and community-based settings for professionals who can help people with behavior disorders and disabilities.

GROWTH DRIVER: CONFERRALS GROWING FASTER THAN PROVIDERS

31%
INCREASE IN SEARCH TREND



24%
INCREASE IN SEARCH TREND



MASTER'S DEGREE

ARTIFICIAL INTELLIGENCE (AI)

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

AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

BE AWARE:
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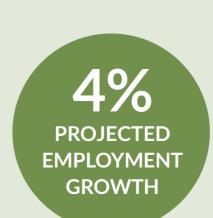
BACHELOR'S DEGREE

SUPPLY CHAIN MANAGEMENT

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

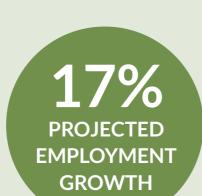
AREA OF CAUTION: PROVIDERS GROWING FASTER THAN CONFERRALS

13%
INCREASE IN SEARCH TREND



BE AWARE:
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differentiate themselves.

12%
INCREASE IN SEARCH TREND



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

MASTER'S DEGREE

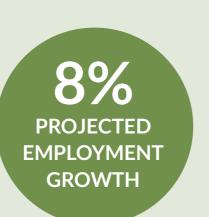
NURSE PRACTITIONER

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



-14%
CHANGE IN
SEARCH TREND



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

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.