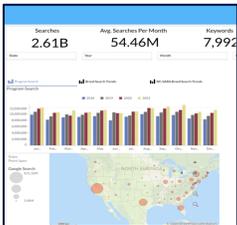




A subscription to PES+ includes access to the Markets Data Dashboards, which offer robust datasets on job postings, Google keyword searches, enrollment, non-degree demand, international student demand, and resumes.



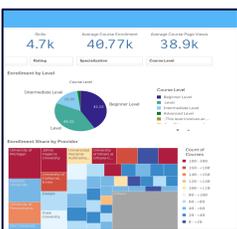
Job Postings Dashboard contains data for millions of employer job postings across the U.S. We have built sophisticated crosswalks, filters, and search capabilities to let users create custom views of the data in seconds. Users can assess broad national and regional trends or analyze job postings data for specific academic disciplines, programs, employers, geographic markets, occupations, job titles, skills, and award level qualifications. You can even view individual job postings.



Keyword Search Dashboard tracks Google search volumes by academic program at the county and state level. You can identify programs that are experiencing high- and low demand in your markets and how this is trending month-to-month. We track Google searches for academic brands. You will be able to identify local and national competitors that have a brand presence in your markets and understand how your own institution's brand awareness compares to over 1,000 colleges and universities across the country.



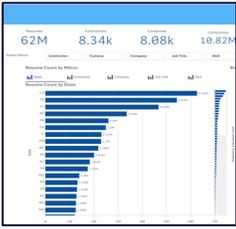
Program Enrollment Dashboard tracks student enrollments by program, award level, and student location. It provides an accurate assessment of current student demand at the program level. Users can also track term-by-term or year-over-year trends to gauge how program demand is changing over time. The dashboard provides Total Enrollment and First-Time Full-Time student enrollment data for Fall, Spring, and Summer terms.



Non-Degree Demand: Coursera and Udemy dashboards contain data for thousands of courses and specializations offered by Coursera and Udemy. Users can track enrollments by course, provider, specialization, course level, rating, and skills. Drill down on categories to see the most popular courses or skills; drill down on providers to see what types of courses each offers, what skills they teach, and how many students have enrolled.



International Student Demand Dashboard tracks demand for academic programs from students across the world. The dashboard leverages metadata from our partner, Studyportals, which provides data on over 200,000 courses at 3,750+ educational institutions across 110 countries. The dashboard tracks Studyportals visitor patterns in the form of pageviews, which can be analyzed by discipline, subdiscipline, student country of origin, award level, destination location of interest (state and city), and preferred modality.



Resume Dashboard tracks employment data for graduates by institution and state. This tool compiles and analyzes more than 26M resumes, pulling employer - verified skills, and graduating institution for your review using data from Indeed. It provides insights that can be analyzed by Academic Affairs, Institutional Research, Marketing, Admissions, and Career Services, making it a valuable tool for both tracking institutional success and preparing students for the workforce.

COMING SOON

Newly developed dashboards are automatically included with your PES+ Markets Data Dashboards subscription. Send an inquiry to info@grayassociates.com to learn more.