



Thruline
MARKETINGTM

2018 HIGHER EDUCATION BENCHMARKS

A Thruline Marketing Report

Welcome to the Fourth Annual Higher Education Benchmarks

It's an exciting time for us as we are releasing Benchmarks at the same time as we launch our new brand, Thruline Marketing. Our ongoing theme, our 'through line', is helping schools grow through marketing and lead generation, and helping students achieve rewarding careers through education. This edition of Benchmarks gives valuable information on both of those areas.

New this year is an expanded focus on occupation trends. There continues to be a lot of conversation about the skills gap, and we have compiled the top skills employers are looking for by degree level, as well as the occupations with the highest growth rates, to help you with program selection. It is no surprise healthcare and IT lead the pack.

It is a challenging adult enrollment environment right now. Unemployment is at the lowest rate it has been since 2000, the value relative to the cost of an education is in question, and competition for online students continues to skyrocket. The good news is the investment is still worth it and if you have a strong, defined value proposition, there is market share to be had.

Mobile continues to grow, and this year it will surpass desktop searches. Social and digital spending continue to increase, and marketers are better utilizing their traffic as click-through rates are on the rise. Understanding when and how prospective students are searching is key to making the most effective use of your marketing dollars.

I hope you find this issue informative and helpful to help guide you through the year.



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In this section, we outline prospective student search behavior, recent cost-per-click and click-through rate trends, a breakdown of advertising spend, and social media statistics. There is an increased investment in paid social as well as content marketing, particularly video, to drive web traffic.

Promoting this content through social media and keeping a robust posting calendar will increase engagement. Mobile search will surpass desktop this year. Everything must be thought of as mobile first.

Marketing Trends

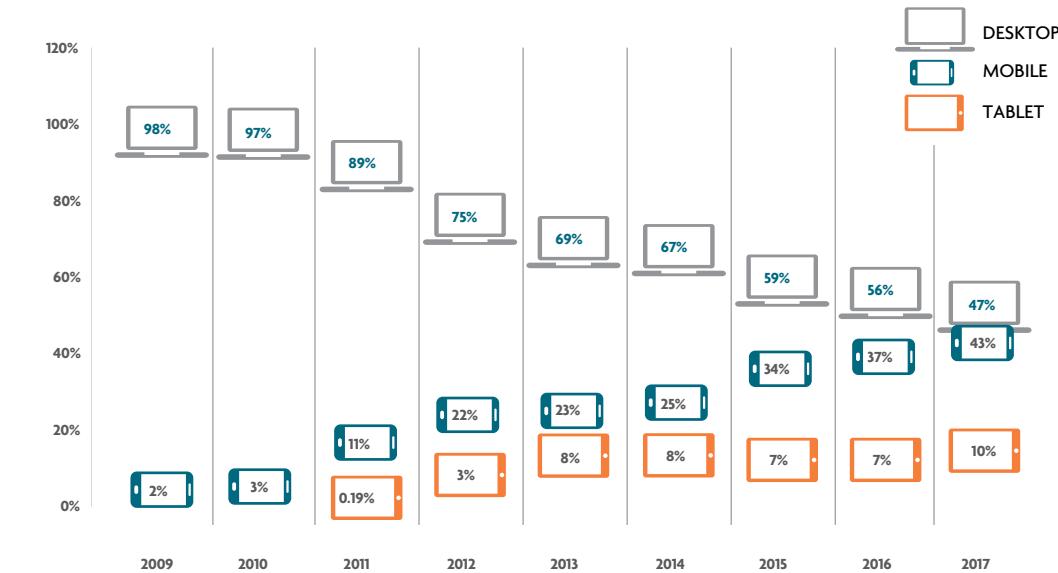
One important trend is that people continue to move away from traditional television, with over 22.2 million people who are 18 years of age and older 'cutting the cable cord'. Consumers spent \$9.55 billion in subscription streaming services in 2017, and Netflix alone added 5.3 million subscribers in Q3 2017. It's projected that by 2021, TV ad spending will only represent a total of 29.4 percent of all media spend.

In order to play in the TV space, schools must have a very focused and precise strategy. Think about how you can reach the ideal target for your institution without wasting dollars in unnecessary areas.

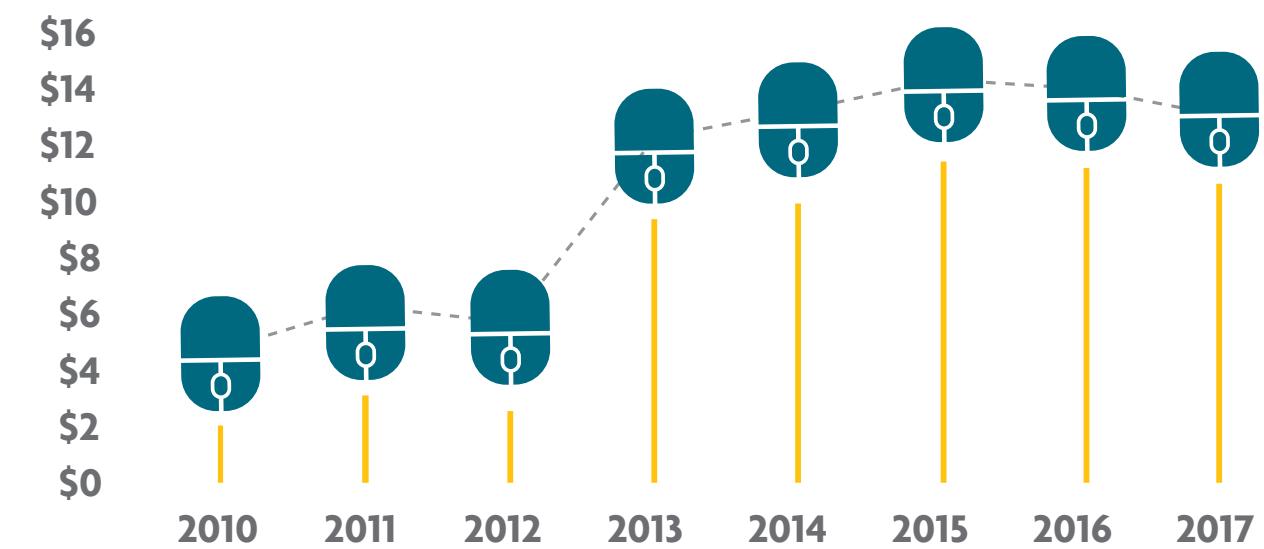


HOW IS DEVICE USAGE CHANGING FOR PROSPECTIVE STUDENT SEARCH BEHAVIOR?

This year, mobile search will surpass desktop for the first time ever. If you are not thinking about mobile first, you are behind.



HOW HAVE AVERAGE COSTS-PER-CLICK CHANGED?



FOR-PROFIT



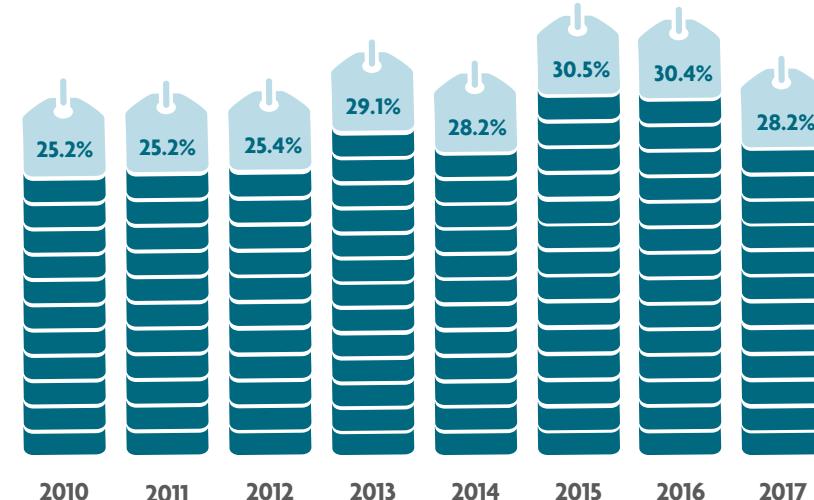
NONPROFIT



Source: Thruline Marketing data, proprietary client list. Measured data spans January 2009 to May 2017 within Google Analytics. Beginning in 2011, mobile properties segmented into mobile and tablet categories.

Source: Thruline Marketing data, proprietary client list. Periods measured January 2010-October 2017

WHAT IS THE ADVERTISING EXPENSE AS A PERCENTAGE OF REVENUE FOR SELECT FOR-PROFIT INSTITUTIONS?



Source: BMO Capital Markets September 2017 Education and Training Report, Exhibit 225, including BMO Capital Market estimates and publicly traded for-profit company reports.

WHAT IS THE BRAND VERSUS NONBRAND COST-PER-CLICK AVERAGE?

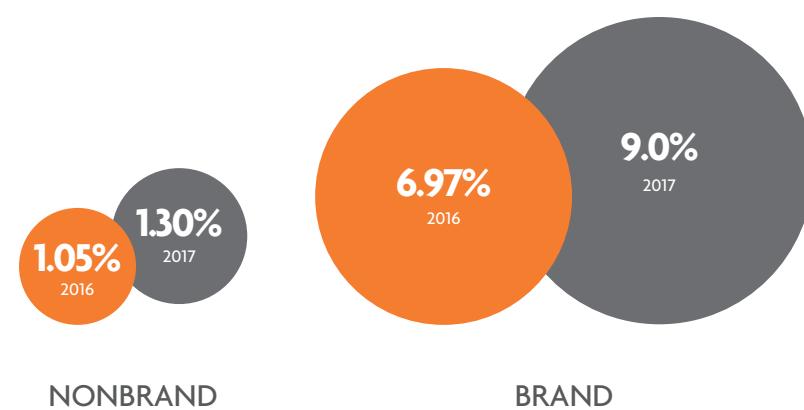


Source: Thruline Marketing data, proprietary client list. Periods measured January 2011-September 2017

WHAT IS THE BRAND VERSUS NONBRAND CLICK-THROUGH RATE?

Some keys to driving a better CTR:

- Leverage all relevant ad extensions
- Increase mobile site speed
- Relevant ad copy
- Strong CTAs
- Tight keyword strategy



Source: Thruline Marketing data, proprietary client list. Periods measured January 2016-December 2016 vs. January 2017-October 2017

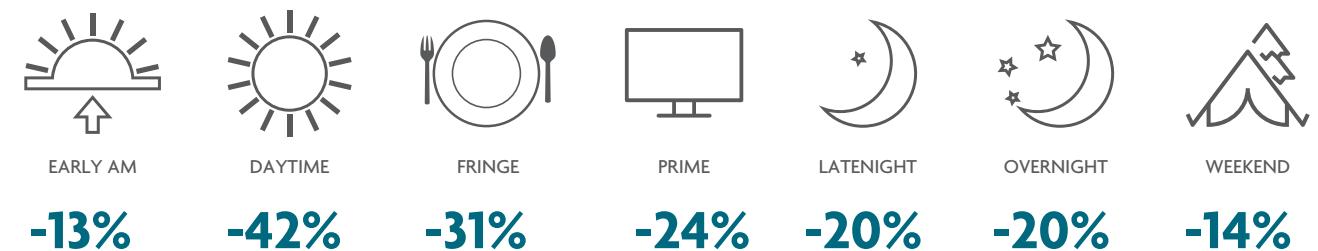
WHAT IS THE CLICK-THROUGH RATE BY AVERAGE NONBRAND SEARCH POSITION?

Google is putting a lot of emphasis on mobile site speed and ad extension adoption, which both have either direct or indirect impact on CTR. Prioritize these items in the management of paid search campaigns to help support an improved CTR.

POSITION 1	2.13% 2017	1.76% 2016
POSITION 2	1.90% 2017	1.32% 2016
POSITION 3	1.63% 2017	1.07% 2016
POSITION 4	1.25% 2017	1.06% 2016
POSITION 5	0.77% 2017	0.67% 2016
POSITION 6	0.00% 2017	0.45% 2016
POSITION 7+	0.00% 2017	0.26% 2016

Source: Thruline Marketing data, proprietary client list. Periods measured December 2015-November 2017.

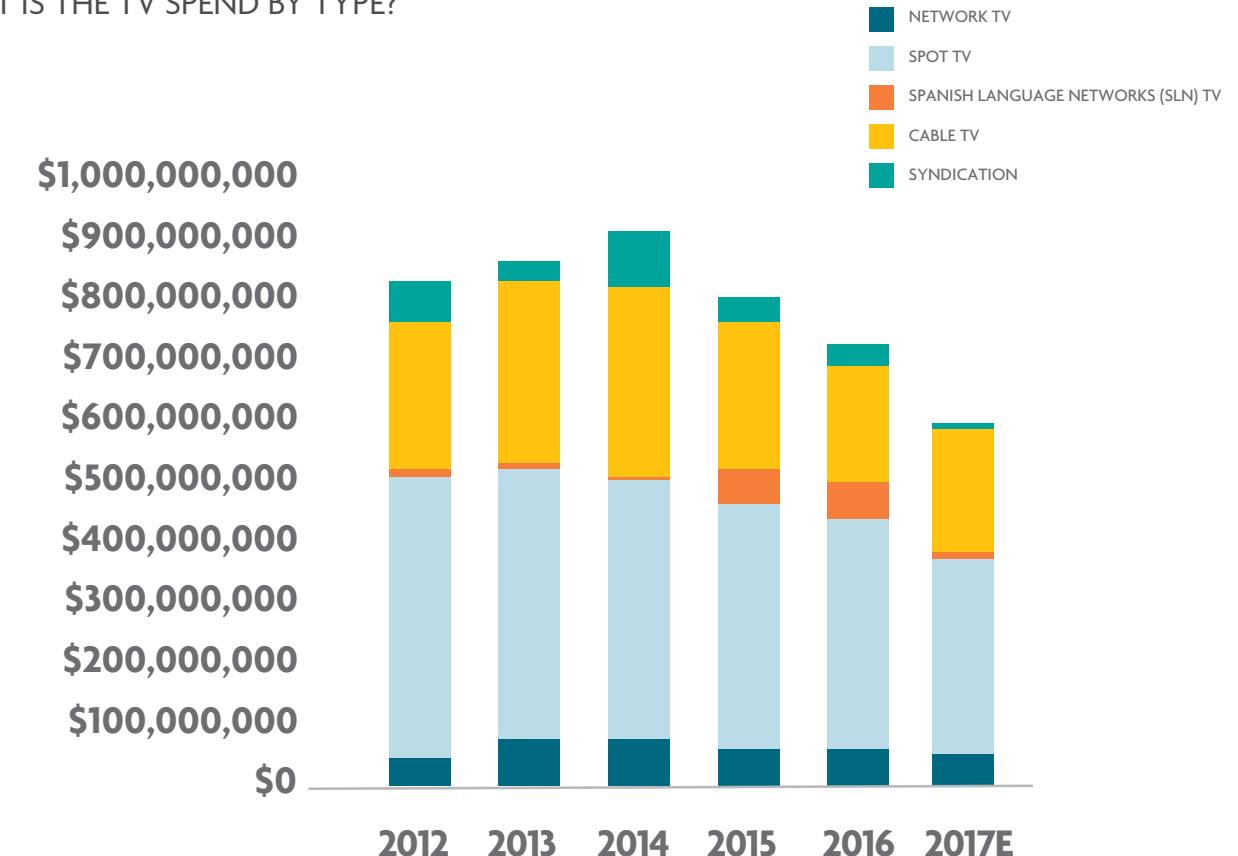
HOW HAS TV SPEND BY DAYPART CHANGED YEAR OVER YEAR?



Source: Kantar Media. Traditional media data was derived from advertisers listed under category codes G810 and G840. Not all stations/networks/affiliates are tracked and cable is measured at the national level. October 2016-September 2017.

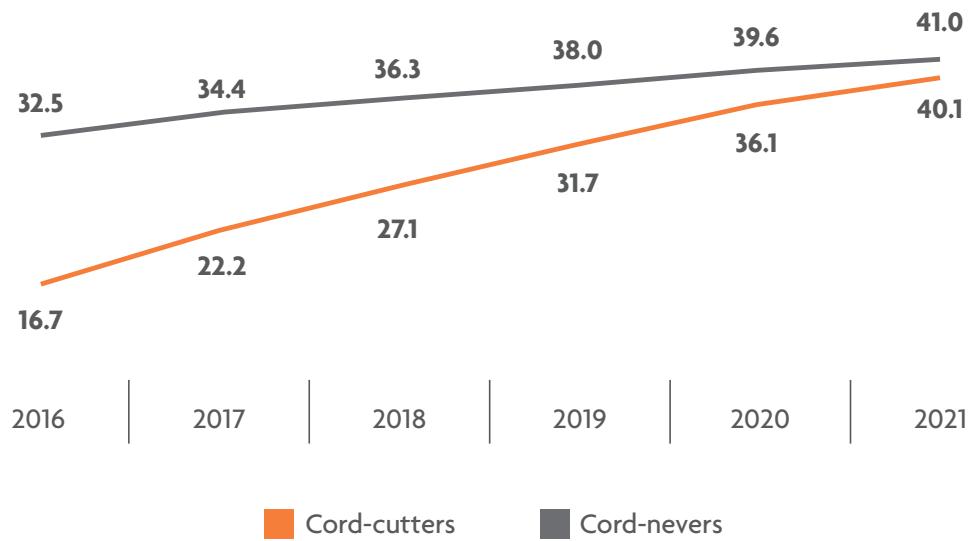
TV spending took a major hit in year-over-year spending. The main drivers were: ITT closing, UoP removing about 30% of their spend, and advertising shifting spend to untethered paid or free digital sources.

WHAT IS THE TV SPEND BY TYPE?



Source: Kantar Media. Traditional media data was derived from advertisers listed under category codes G810 and G840. Not all stations/networks/affiliates are tracked and cable is measured at the national level. October 2016-September 2017.

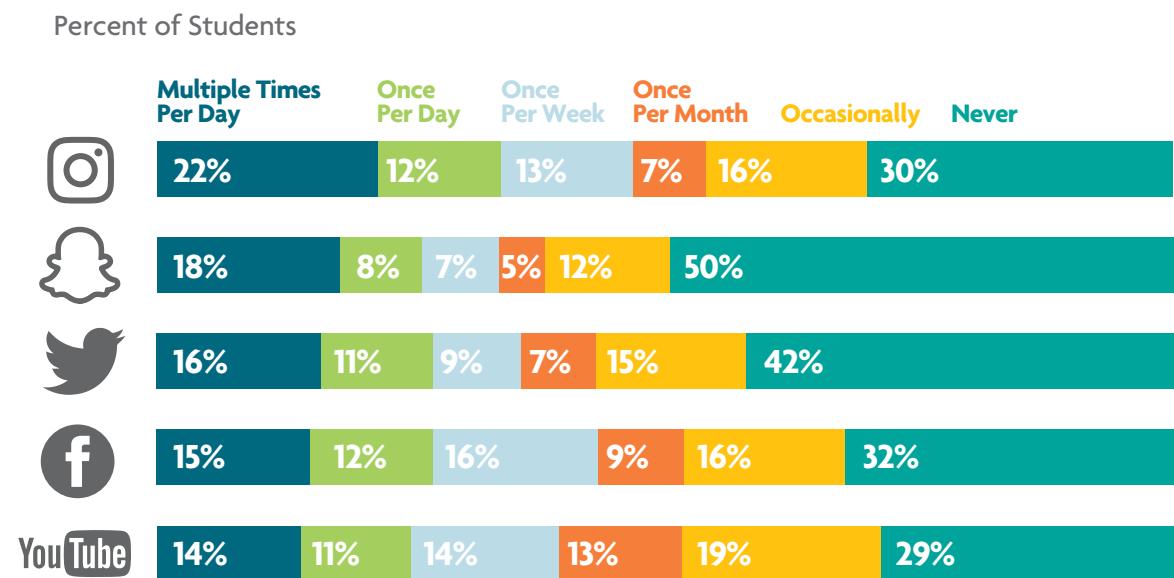
HOW WILL PAID TV VIEWERSHIP CHANGE OVER THE NEXT 5 YEARS?



Source: eMarketer, July 2017

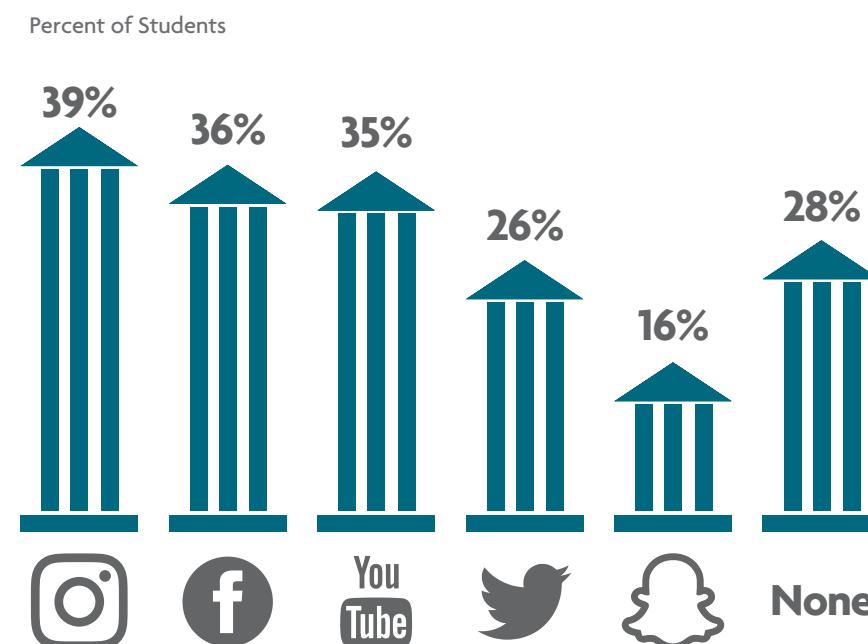
This year, there will be 22.2 million cord-cutters ages 18 and older, a figure up 33.2% over 2016. The overall tally is much higher than the 15.4 million eMarketer previously predicted.

WHAT IS THE FREQUENCY OF SOCIAL MEDIA USE DURING COLLEGE RESEARCH?



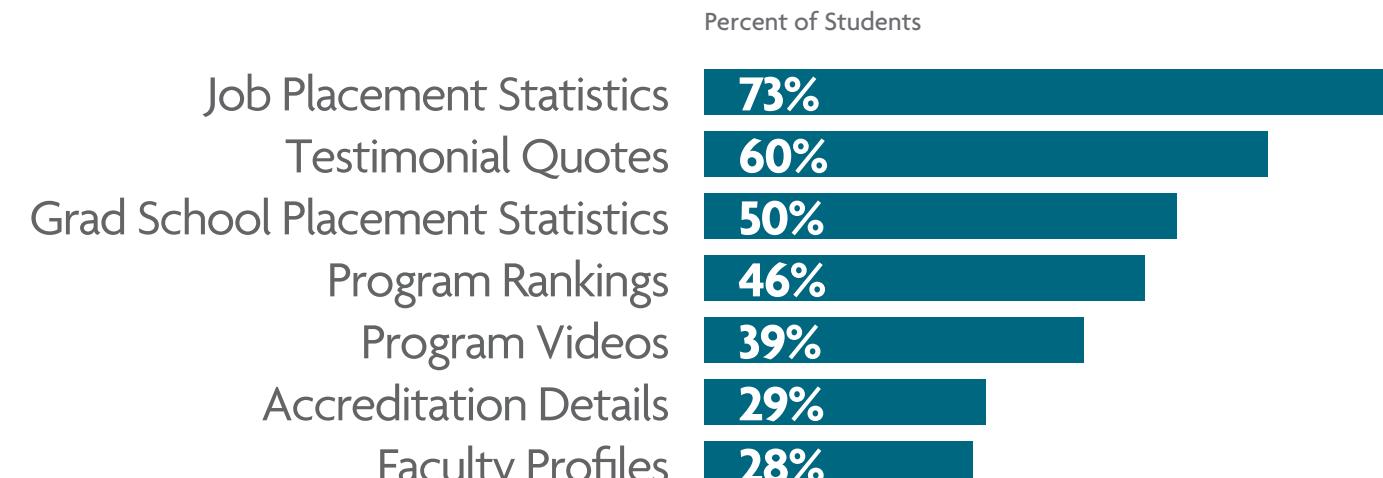
Source: Chegg

WHAT SOCIAL MEDIA PLATFORM DEMONSTRATES INSTITUTIONAL VALUE?



A survey by Chegg determined that students believe social media platforms are important in their prospective research because they help them to visualize themselves in the university settings.

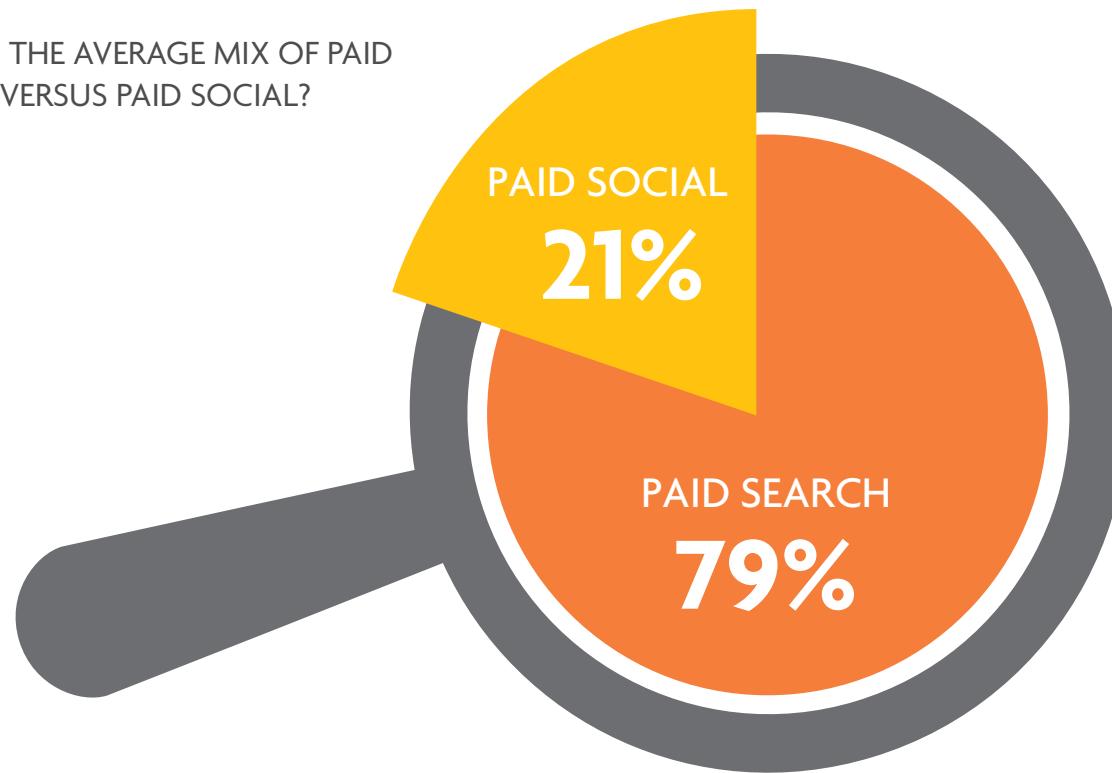
WHAT CONTENT DO STUDENTS VALUE AND SEARCH FOR ON INSTITUTION WEBSITES?



Source: Chegg

Students want to know their investment of time and money will lead to a job, and they want authentic feedback from peers.

WHAT IS THE AVERAGE MIX OF PAID SEARCH VERSUS PAID SOCIAL?

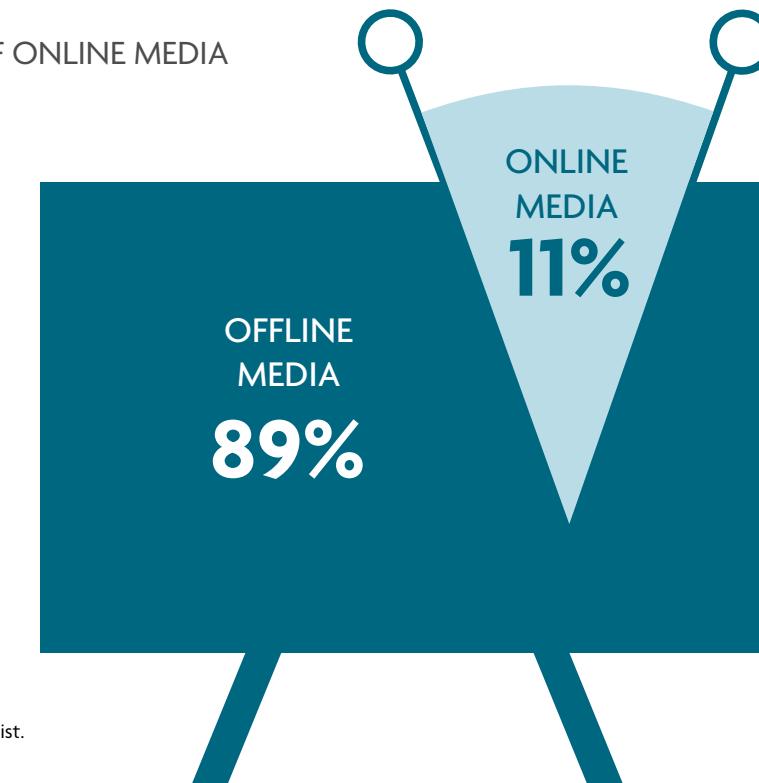


Source: Thruline Marketing data, proprietary client list. Periods measured December 2016-November 2017.

WHAT IS THE AVERAGE MIX OF ONLINE MEDIA VERSUS OFFLINE MEDIA?

Offline media = television ads, radio and print advertising

Online media = ads over the internet through channels similar to Hulu or Pandora



Source: Thruline Marketing data, proprietary client list.
Periods measured January 2017-December 2017.

WHAT ARE THE AVERAGE INQUIRY-TO-ENROLL CONVERSION RATES BY CHANNEL?

2017 2016

PPI

2.80%
2.80%

SEO

9.62%
10.50%

PPC

3.85%
3.74%

Source: Thruline Marketing data, proprietary client list January 2016-June 2016 v. January 2017-June 2017

WHAT IS THE PERCENT CHANGE IN INQUIRY-TO-ENROLL CONVERSION RATES BY COURSE DELIVERY MODALITY FROM 2016 TO 2017



PPC and PPI conversion rates have been relatively stable. SEO conversion has declined the second year in a row while continuing to increase both inquiries and enrollment.

Source: Thruline Marketing data, proprietary client list January 2016-June 2016 v. January 2017-June 2017



For the past five years enrollment has dropped for higher education institutions while enrollment for online programs continues to grow. This is due in part to a strong economy and declining high school graduate numbers.

2018 is the first year that projected enrollment trends are expected to grow for undergrads. However, the Department of Education forecasts a removal of 3.59 million combined enrollments from undergrad and grad programs between 2018 and 2026. Overall enrollment declines are the largest they've been in three years, somewhat less for for-profit institutions. This means the pressure is on to fight for students.

Enrollment Trends

Online education continues to grow, with a total of 32 percent of all four-year enrollments in 2016 taking at least one class online, and 16 percent taking classes exclusively online. Accessibility and technology needs to be a continued focus of the future.

The online marketplace continues to get increasingly crowded with more and more schools launching programs. From 2015 to 2016, overall distance education enrollments grew 5.6%, with non-profits stealing a share from the for-profits, accounting for 7.27% of the online enrollment growth.

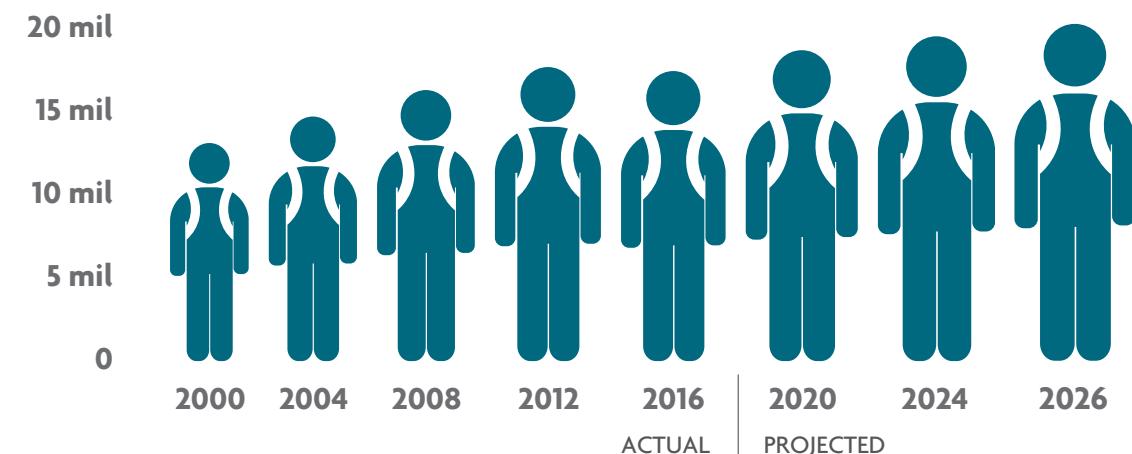
Growing brand equity and enrollment nationally continues to be a challenge for most brands, as the vast majority of students come within a 150-mile radius. Having distinct differentiators and defined targets is extremely important to compete in this market.



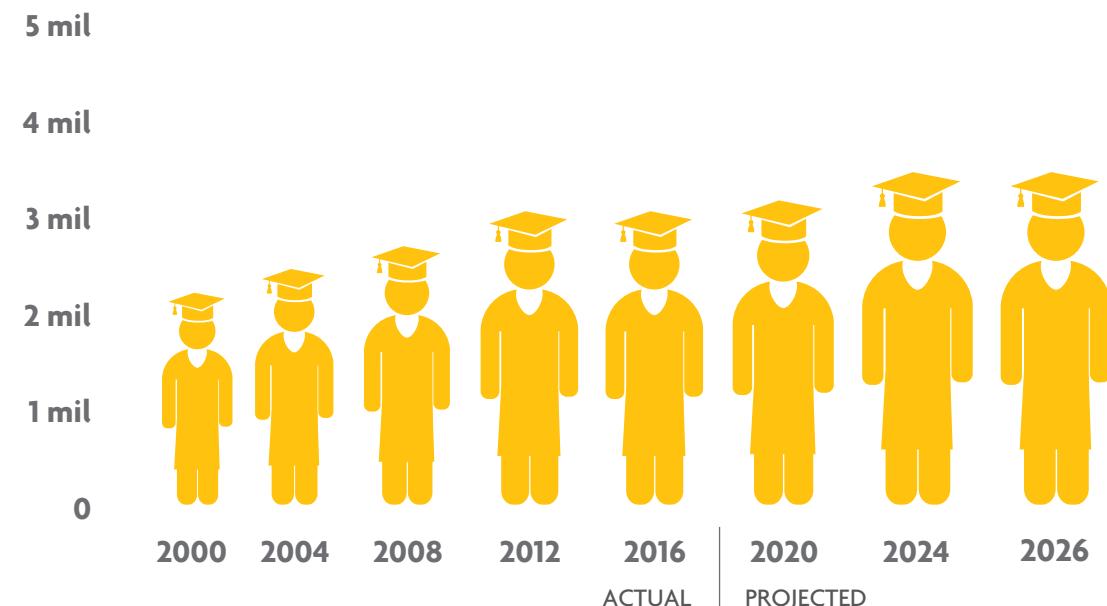
WHAT ARE THE OVERALL DOMESTIC ENROLLMENT TRENDS?

Enrollments are projected to grow over the next 10 years beginning in 2018.

UNDERGRADUATE



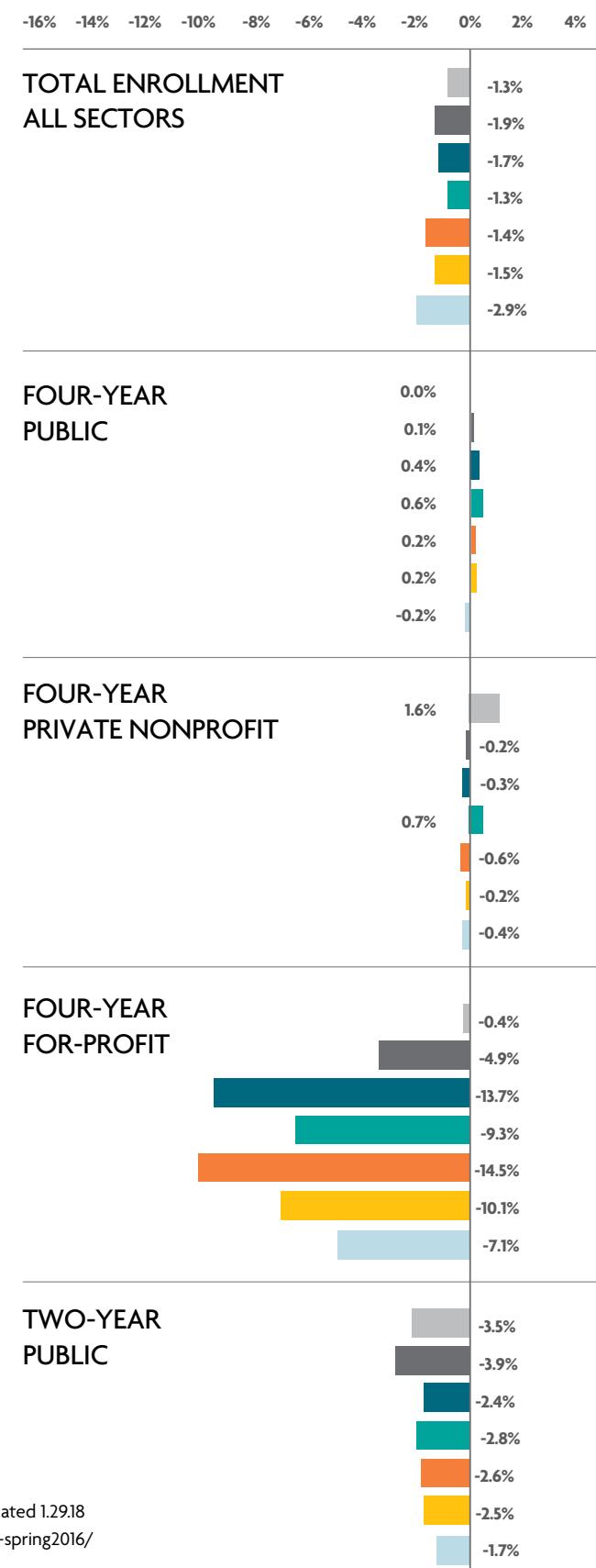
POSTBACCALAUREATE



Source: U.S. Department of Education, National Center for Education Statistics, Higher Education General Information Survey (HEGIS), "Fall Enrollment in Colleges and Universities" surveys, 1967 through 1985; Integrated Postsecondary Education Data System (IPEDS), "Fall Enrollment Survey" (IPEDS-EF:86-99); IPEDS Spring 2001 through Spring 2015, Fall Enrollment component; and Enrollment in Degree-Granting Institutions Projection Model, 1980 through 2026.

WHAT IS THE PERCENT CHANGE IN ENROLLMENT BY SECTOR FROM FALL 2014 TO FALL 2017?

█ FALL 2014
█ SPRING 2015
█ FALL 2015
█ SPRING 2016
█ FALL 2016
█ SPRING 2017
█ FALL 2017



SOURCE: National Student Clearinghouse Research Center updated 1.29.18
<https://nscresearchcenter.org/currenttermenrollmentestimate-spring2016/>

WHAT IS THE PRIMARY MOTIVATION FOR ENROLLING IN ONLINE COURSES?

I want to transition to a new career field	25%
I want to increase my wages/salary	20%
I want to update the skills required for my job	11%
I am seeking a promotion/new position in my career field	11%
The satisfaction of completing my undergraduate education	11%
I am unemployed and need more education to get a job	10%
The satisfaction of completing my graduate education	6%
It is a requirement by my employer/profession	2%
I am working part time and want to move to full-time work	2%
I have finished high school/GED	2%
Other personal reasons not related to career	2%

Source: Online College Students Report 2017. The Learning House and Aslanian Market Research powered by Education Dynamics. 2017

The average age for online enrollment continues to decrease. We're seeing more people are choosing online education and it's no longer only for working adults.

WHAT IS THE AVERAGE AGE OF UNDERGRADUATE AND GRADUATE ONLINE STUDENTS?

Age	Undergraduate	Graduate
18 to 24	16%	8%
25 to 29	21%	20%
30 to 34	18%	27%
35 to 39	20%	18%
40 to 44	2%	6%
45 to 49	7%	8%
50 to 54	7%	3%
55 and older	9%	9%

Source: Online College Students Report 2017. The Learning House and Aslanian Market Research powered by Education Dynamics. 2017

Career advancement continues to drive online enrollment growth.

There is a lot of discussion about the value of education relative to the cost. The good news is the investment is worth it for most degree levels. The data in this section will help you understand employment outcomes to evaluate program offerings and how they prepare graduates for high-demand positions.

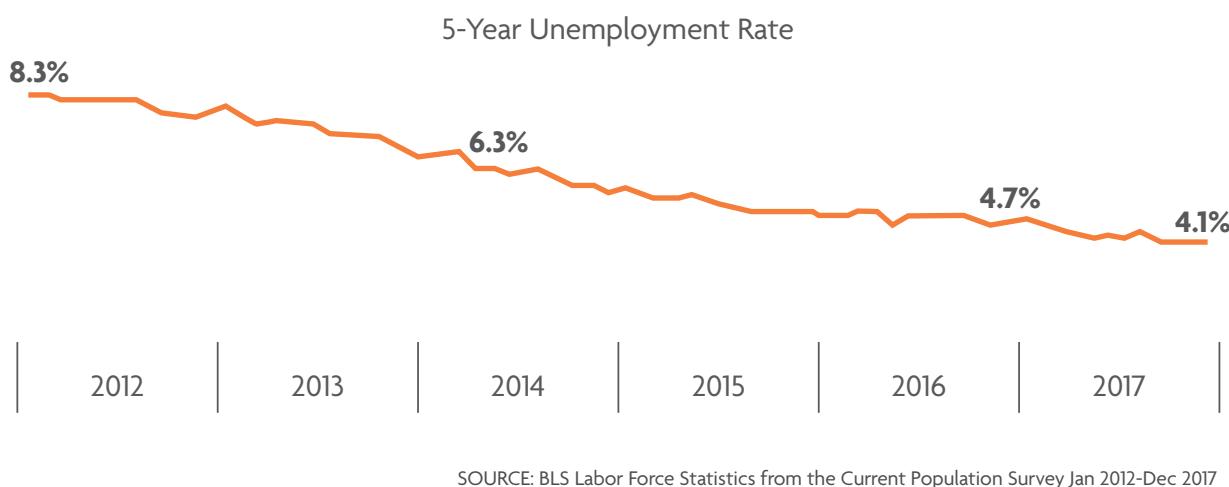
This section also unveils the most recent data surrounding salary earned by degree level and the top occupations and employers by degree level. This shows the value of a degree and opportunities available. Healthcare programs, closely followed by computer science, continue to dominate, with the majority of high-growth programs being nursing-related.

Occupation Trends

Unemployment reached its lowest level in 17 years, however many employers are having difficulty finding skilled workers or qualified candidates to fill positions. There is a significant mismatch between job openings and the training necessary to perform the work, in addition to availability of workers. Employers are facing a variety of issues, including workers being underprepared or possessing the wrong skills. This provides great opportunity for institutions to fill the gaps by providing much-needed training and preparation.



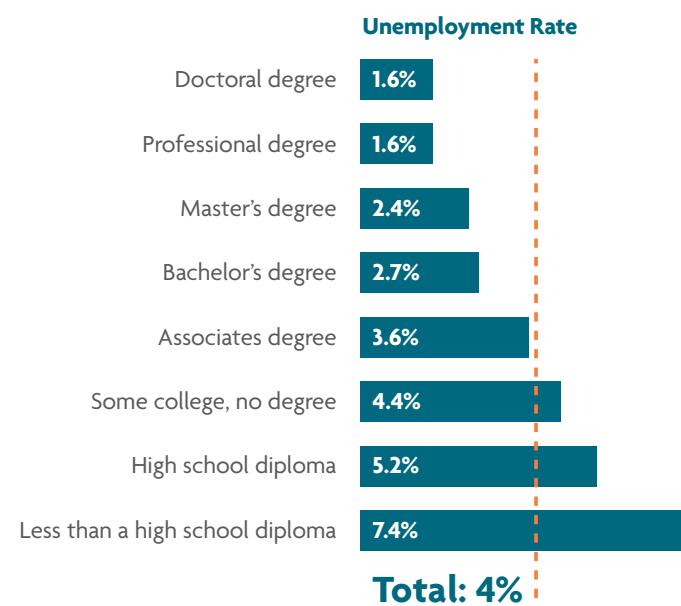
HOW HAS THE UNEMPLOYMENT RATE CHANGED OVER TIME?



Unemployment rate is at the lowest level since 2000, and the country has added jobs for the longest streak ever (as of December 2017, 86 consecutive months).

About 27% of private sector employees switched jobs this year, reflecting the health of the market; employees have plenty of options. Education can create opportunities and enhance skills to create more mobility between positions.

WHAT ARE THE UNEMPLOYMENT RATES BY EDUCATIONAL ATTAINMENT?



SOURCE: U.S. Bureau of Labor Statistics, Current population, 2016. Data are for person age 25 and over. Last modified October 24, 2017.

Wages are on the rise as workers aren't as nervous about holding onto their current jobs, however salaries for those with bachelor's degrees continue to exceed those who have a master's. This differential exists because you have overeducated workers sitting in bachelor's degree-level jobs.

WHAT ARE THE UNEMPLOYMENT RATE CHANGES BY OCCUPATION GROUP?

Occupation	Dec. 2016	Dec. 2017	YoY % Change
Management, professional, and related occupations	2.2	2	-9%
Management, business, and financial operations occupations	2.4	2	-17%
Professional and related occupations	2.1	2.1	0%
Service occupations	5.3	5.2	-2%
Sales and office occupations	4.2	3.6	-14%
Sales and related occupations	4.6	3.8	-17%
Office and administrative support occupations	3.8	3.5	-8%
Natural resources, construction, and maintenance occupations	7.2	6.3	-13%
Farming, fishing, and forestry occupations	15.5	15	-3%
Construction and extraction occupations	8.5	6.8	-20%
Installation, maintenance, and repair occupations	3.3	3.2	-3%
Production, transportation, and material moving occupations	5.9	4.7	-20%
Production occupations	5.5	4.2	-24%
Transportation and material moving occupations	6.1	5	-18%

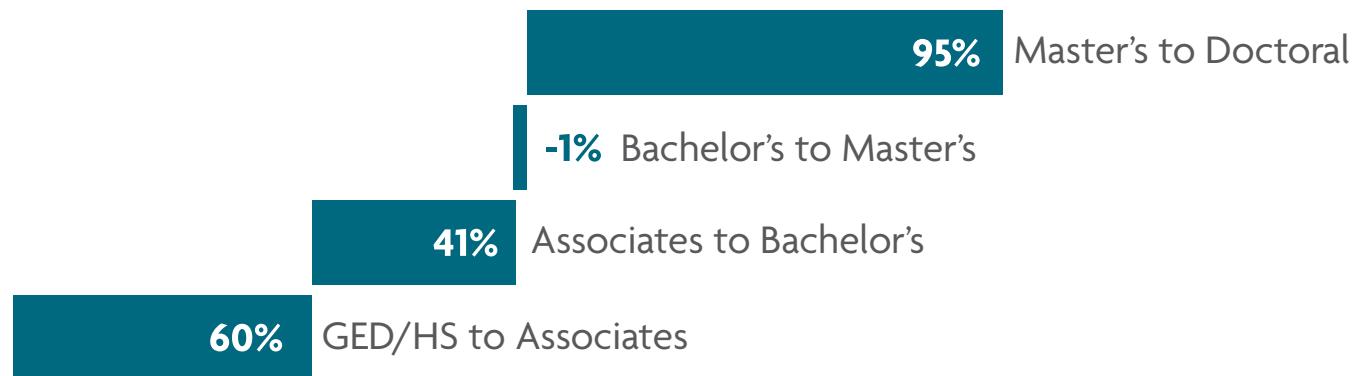
SOURCE: BLS Table A-13. Employed and unemployed persons by occupation, not seasonally adjusted. Dec 2016 vs. Dec 2017

WHAT ARE THE MEDIAN NATIONAL SALARY OUTCOMES BY DEGREE LEVEL?



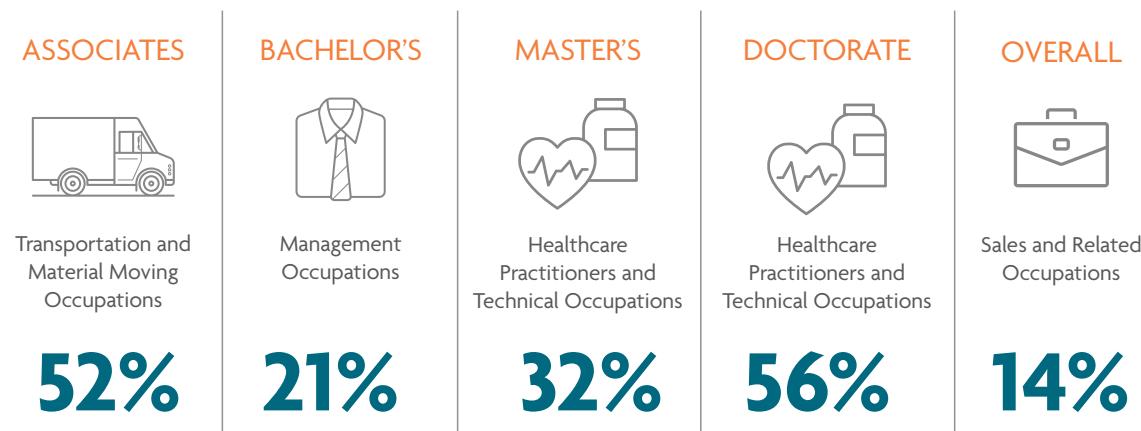
SOURCE: CEB TalentNeuron January 2017-October 2017

NATIONAL % CHANGE IN SALARY BETWEEN DEGREE LEVELS



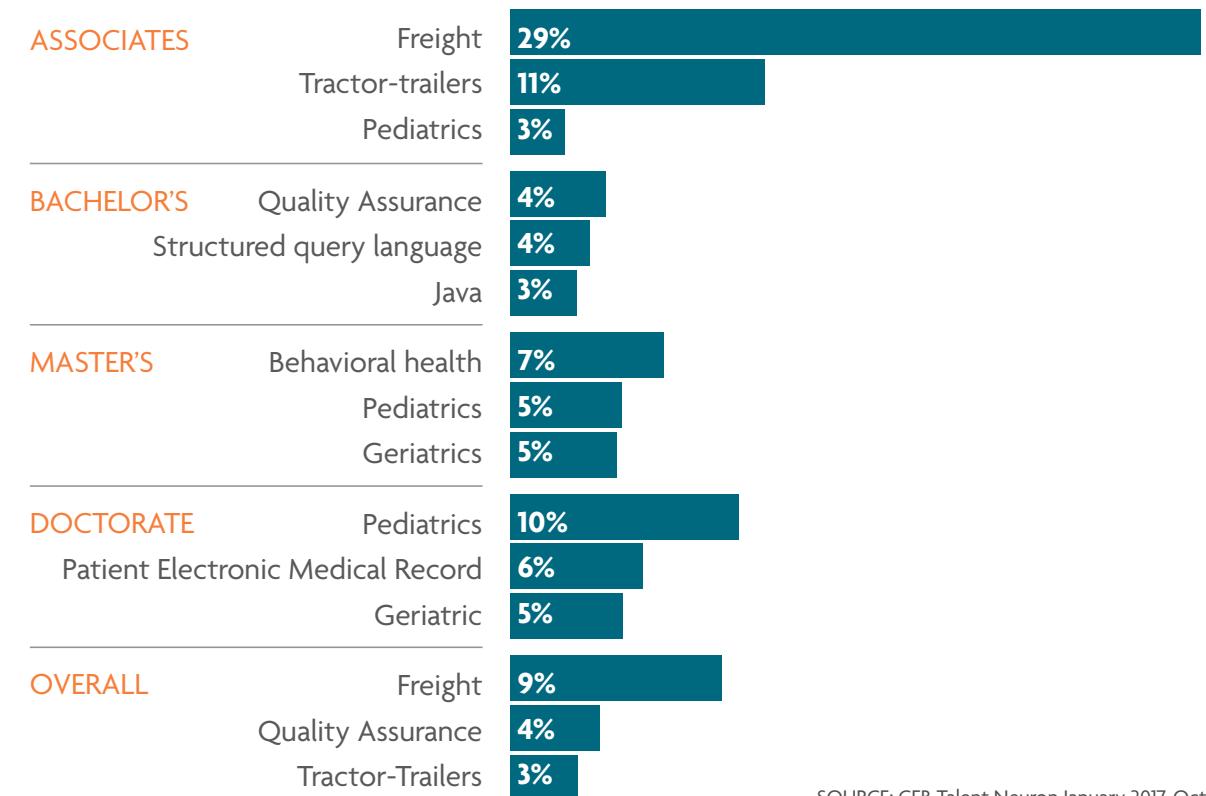
SOURCE: CEB Talent Neuron January 2017-October 2017

WHAT ARE THE TOP OCCUPATIONS BY DEGREE LEVEL?



SOURCE: CEB Talent Neuron January 2017-October 2017

2017 TOP SKILLS BY DEGREE LEVEL



SOURCE: CEB Talent Neuron January 2017-October 2017

The top skills and certifications align with where we're seeing the most job growth: healthcare and IT.

WHICH OCCUPATIONS HAVE THE HIGHEST GROWTH RATE PROJECTIONS? - POST-SECONDARY

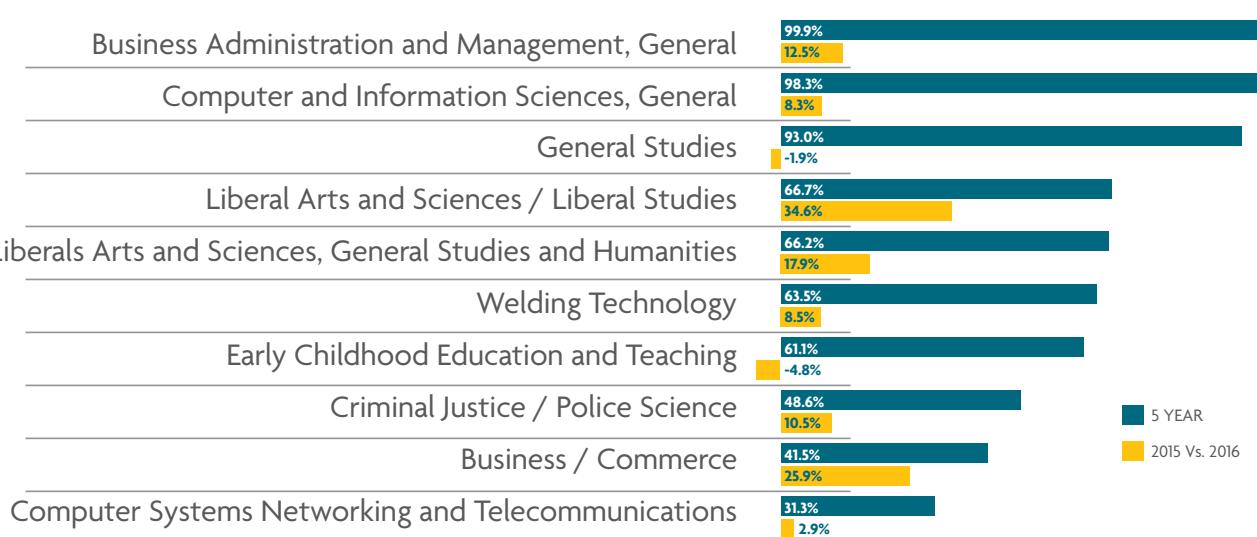
Occupation Title	Count	Employment	
		2016 Index	2026 (thousands)
Wind turbine service technicians	3	5.8	11.3
Medical assistants	305	634.4	819
Phlebotomists	59	122.7	152.6
Massage therapists	77	160.3	198.1
Dental assistants	159	332	396.6
Health technologists and technicians, all other	61	127.8	152.5
Ophthalmic medical technicians	21	44.5	53.2
Computer numerically controlled machine tool programmers	12	25.1	29.2
Emergency medical technicians and paramedics	119	248	285.4
Heating, air conditioning, and refrigeration mechanics and installers	160	332.9	382
Medical records and health information technicians	99	206.3	234.1
Audio and video equipment technicians	40	83.3	94
Skincare specialists	29	61.3	69
Licensed practical and licensed vocational nurses	348	724.5	813.1
Healthcare practitioners and technical workers, all other	19	40	44.8
Manicurists and pedicurists	61	126.3	141.4
Surgical technologists	52	107.7	120.3
Makeup artists, theatrical and performance	2	4.8	5.4
Nursing assistants	725	1,510.30	1,674.40
Hairdressers, hairstylists, and cosmetologists	296	617.3	682.7

Employment change, 2016-2026 (thousands)	Employment change, 2016-2026 (percent)	Occupational openings, 2016	
		EMP CHANGE INDEX > 100	2016-2026 annual average (thousands)
5.5	96.1	905	1.4
184.6	29.1	274	95
30	24.4	230	16.9
37.7	23.5	221	21.9
64.6	19.5	184	45.9
24.8	19.4	183	11
8.7	19.4	183	4.6
4.1	16.3	154	3.1
37.4	15.1	142	19.3
49.1	14.7	138	38.7
27.8	13.5	127	15.8
10.7	12.9	122	9
7.7	12.6	119	8
88.6	12.2	115	62.7
4.8	12.1	114	2.6
15.2	12	113	16.4
12.6	11.7	110	10
0.5	11.2	106	0.6
164	10.9	103	193.6
65.3	10.6	100	82.4

SOURCE: U.S. Bureau of Labor Statistics. Top 20 occupations based on typical entry-level education and projected growth rate 2016-2026

WHICH PROGRAMS HAVE THE HIGHEST GROWTH RATE BASED ON CONFERRED DEGREES?

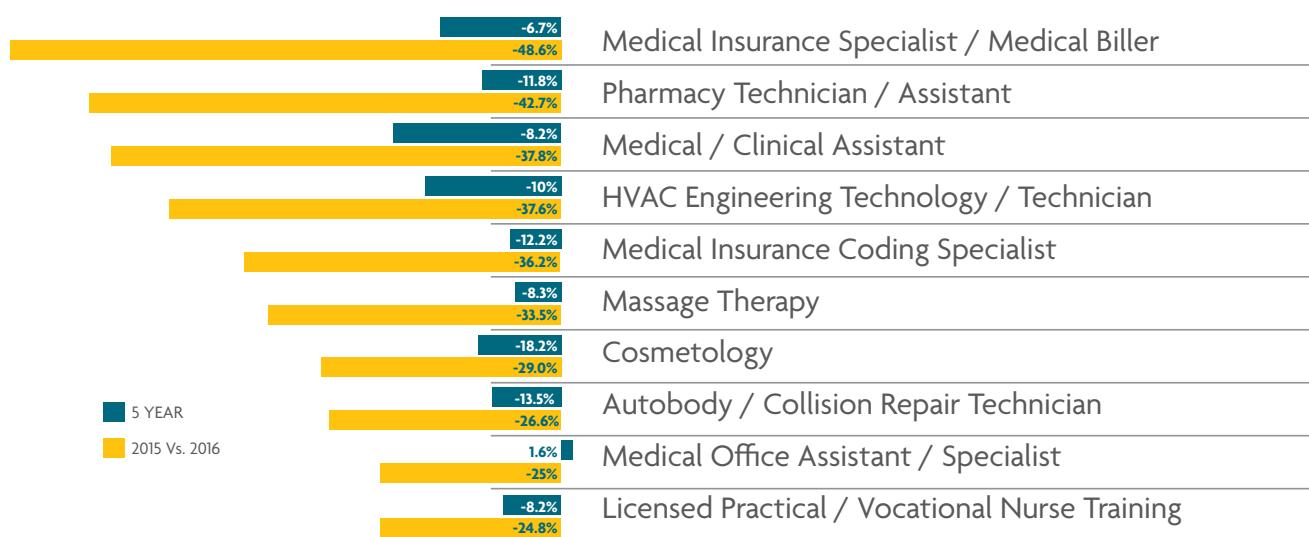
Postsecondary - Highest growth for programs with completions over 5% of market share



SOURCE: IPEDS Conferred Degrees

WHICH PROGRAMS HAVE THE LOWEST GROWTH RATE BASED ON CONFERRED DEGREES?

Postsecondary - Lowest growth for programs with completions over 5% of market share



SOURCE: IPEDS Conferred Degrees

Occupation Profile



HOME HEALTH AIDE

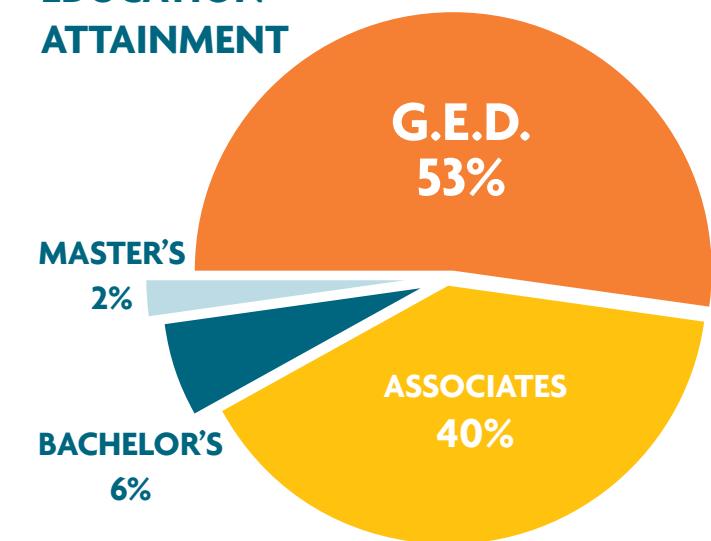


CONSUMER DEMAND

SEARCH TREND

Current Job Openings	9,612
Hiring Scale	18
Demand Pressure (# Of Candidates/Job Opening)	47
Avg Job Posting Period (In Days)	35
Candidate Supply	477,000
Direct Employers Competing	1,099

EDUCATION ATTAINMENT



EDUCATION PROFILE

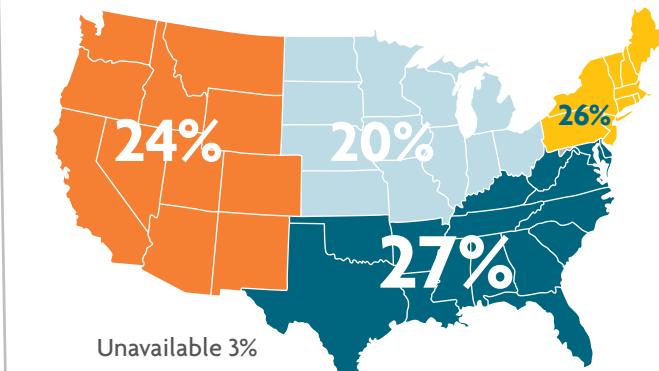
5yr	-39.74%
2014 Vs. 2015	-29.66%
2015 Vs. 2016	8.90%
# Of Programs Offered -2012	72
# Of Programs Offered -2016	71
# Of Programs Offered 5 Yr Growth/erosion	-1%
Top 15 Institutions Composition - 2016	81.04%
2016 Conferred Degrees	1113
Top Producer	Highline College

WHAT CERTIFICATIONS/ SKILLS DO YOU NEED?

Home Health Aide
Certified in Nursing Administration
Certified Nursing Assistant
Driver's License
Certification in Cardiopulmonary Resuscitation



WHERE ARE THE JOBS?



WHO'S HIRING? (TOP 15)

Bayada	17%
Kindred Healthcare	9%
Kindred at Home	6%
Home Instead	6%
Gentiva Health Services	5%
BrightStar Care	5%
Vitas Healthcare	4%
Honor Home Care	3%
BROOKDALE	3%
LHC Group	3%
Amedisys Inc.	2%
ResCare	2%
Harmony Home Health	2%
USA Healthcare Management, LLC.	2%
Sunrise Senior Living, Inc.	1%

MEDIAN SALARY

\$26,700

INDUSTRY AND OCCUPATIONAL ANALYSIS

# Of Jobs - 2016	2,927,600
Job Outlook Growth 2016-2026	40%
Employment Change 2016-2026	1,179,500
# Of Jobs - 2026	4,107,100
% Of Conferred Degrees To 2016 Jobs	0.04%
Conferred Degrees/Current Openings	0.12

WHICH OCCUPATIONS HAVE THE HIGHEST GROWTH RATE PROJECTIONS? - ASSOCIATES

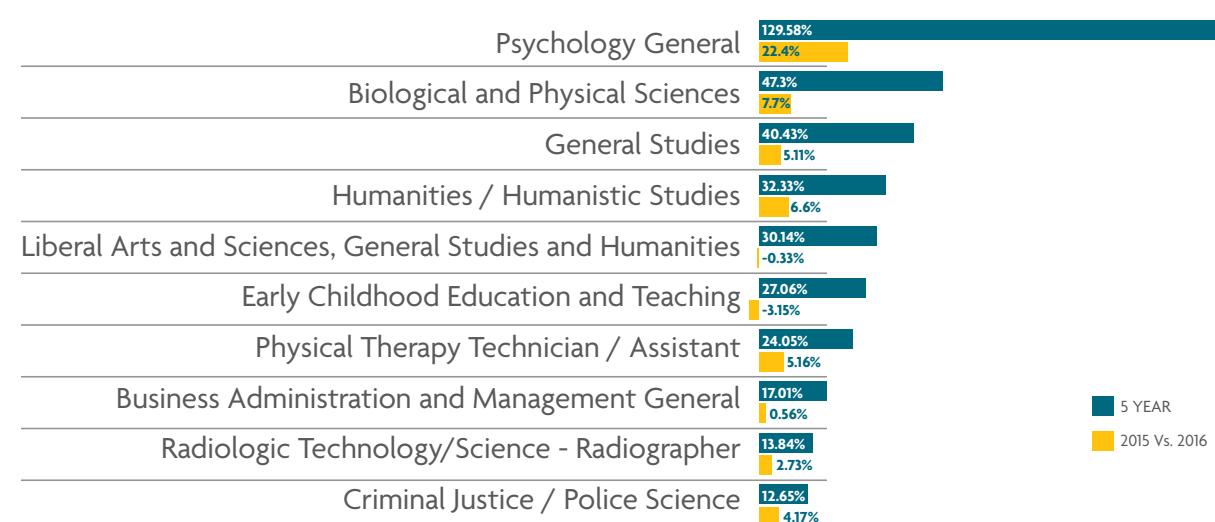
Occupation Title	Count	Employment 2016 (thousands)	Employment 2026 (thousands)
	Index		
Physical therapist assistants	117	88.3	115.5
Occupational therapy assistants	52	39.3	50.7
Respiratory therapists	173	130.2	160.6
Diagnostic medical sonographers	89	67.3	82.9
Veterinary technologists and technicians	135	102	122.4
Dental hygienists	276	207.9	248.8
Geological and petroleum technicians	20	15	17.4
Paralegals and legal assistants	379	285.6	327.4
Medical and clinical laboratory technicians	218	164.2	187.2
Magnetic resonance imaging technologists	49	36.6	41.5
Web developers	216	162.9	184.2
Environmental engineering technicians	23	17	19.1
Radiologic technologists	272	205.2	230.4
Environmental science and protection technicians, including health	46	34.6	38.8
Radiation therapists	25	19.1	21.3
Preschool teachers, except special education	635	478.5	528.6
Cardiovascular technologists and technicians	73	55	60.5
Nuclear medicine technologists	27	20.1	22
Life, physical, and social science technicians, all other	101	76.1	83.4
Dietetic technicians	44	33.4	36.5

Employment change, 2016-2026 (thousands)	Employment change, 2016-2026 (percent)	EMP CHANGE INDEX ▶ 100	Occupational openings, 2016-2026 annual average (thousands)	Median Annual Wage
27.2	30.8	414	14.7	56,610
11.4	28.9	389	6.6	59,010
30.4	23.4	315	9.8	58,670
15.6	23.2	312	5.4	69,650
20.4	19.9	268	10.7	32,490
40.9	19.6	264	17.5	72,910
2.5	16.4	221	1.9	56,470
41.8	14.6	196	34.7	49,500
22.9	14	188	12.9	38,950
5	13.6	183	2.5	68,420
21.3	13.1	176	14.2	66,130
2.2	12.9	174	1.7	49,170
25.2	12.3	166	13.6	57,450
4.1	11.9	160	4.6	44,190
2.3	11.9	160	1.2	80,160
50.1	10.5	141	53.6	28,790
5.4	9.9	133	3.5	55,570
2	9.8	132	1.3	74,350
7.3	9.6	129	9.9	46,040
3.1	9.3	125	3	26,350

SOURCE: U.S. Bureau of Labor Statistics. Top 20 occupations based on typical entry-level education and projected growth rate 2016-2026

WHICH PROGRAMS HAVE THE HIGHEST GROWTH RATE BASED ON CONFERRED DEGREES?

Associates - Highest growth for programs with completions over 5% of market share

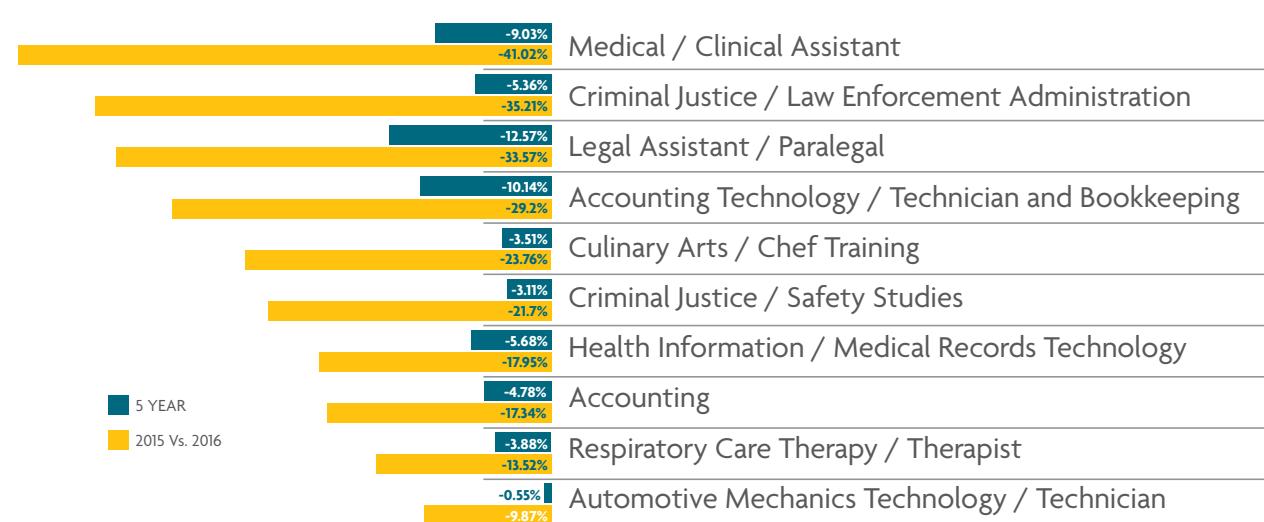


5 YEAR
2015 Vs. 2016

SOURCE: IPEDS Conferred Degrees

WHICH PROGRAMS HAVE THE LOWEST GROWTH RATE BASED ON CONFERRED DEGREES?

Associates - Lowest growth for programs with completions over 5% of market share



5 YEAR
2015 Vs. 2016

SOURCE: IPEDS Conferred Degrees



Occupation Profile

VETERINARY TECHNICIAN

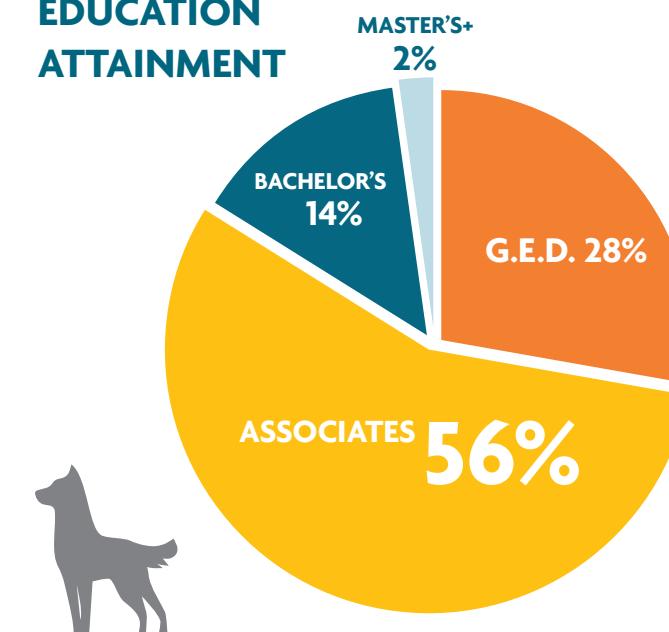


CONSUMER DEMAND

SEARCH TREND

Current Job Openings	1,935
Hiring Scale	11
Demand Pressure (# Of Candidates/Job Opening)	89
Avg Job Posting Period (In Days)	39
Candidate Supply	180,000
Direct Employers Competing	421

EDUCATION ATTAINMENT



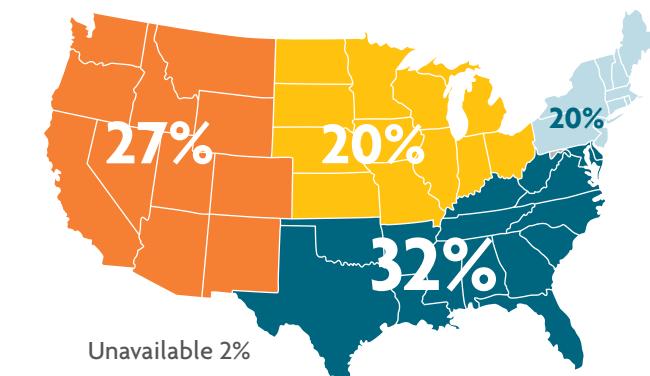
EDUCATION PROFILE

5yr	24.58%
2014 Vs. 2015 5 Yr Growth/erosion	5.03%
2015 Vs. 2016 5 Yr Growth/erosion	9.72%
# Of Programs Offered -2012	279
# Of Programs Offered -2016	296
# Of Programs Offered 5 Yr Growth/erosion	6%
Top 15 Institutions Composition - 2016	28.75%
2016 Conferred Degrees	9,873
Top Producer	Pima Medical Institute

WHAT CERTIFICATIONS/ SKILLS DO YOU NEED?

Veterinary Technician Certification
Radiography
Certification In Cardiopulmonary Resuscitation
Occupational Safety & Health Administration Certification
Associate Degree In Veterinary Technology

WHERE ARE THE JOBS?



WHO'S HIRING? (TOP 15)

Banfield, The Pet Hospital	18%
VCA Antech Inc.	13%
Medical Management International, Inc.	12%
Blue Pearl	7%
Vetco Clinics	3%
Charles River Laboratories	2%
Best Friends Animal Society	2%
University Of Florida	2%
Envigo	2%
Carolina Veterinary Specialists	2%
Texas A&M University	2%
SoBran, Inc.	1%
University Of Pennsylvania	1%
Vision VetCare, LLC	1%
Covance	1%

MEDIAN SALARY

\$37,350

INDUSTRY AND OCCUPATIONAL ANALYSIS

# Of Jobs - 2016	102,000
Job Outlook Growth 2016-2026	20%
Employment Change 2016-2026	20,400
# Of Jobs - 2026	122,400
% Of Conferred Degrees To 2016 Jobs	9.68%
Conferred Degrees/Current Openings	5.10

WHICH OCCUPATIONS HAVE THE HIGHEST GROWTH RATE PROJECTIONS? - BACHELOR'S

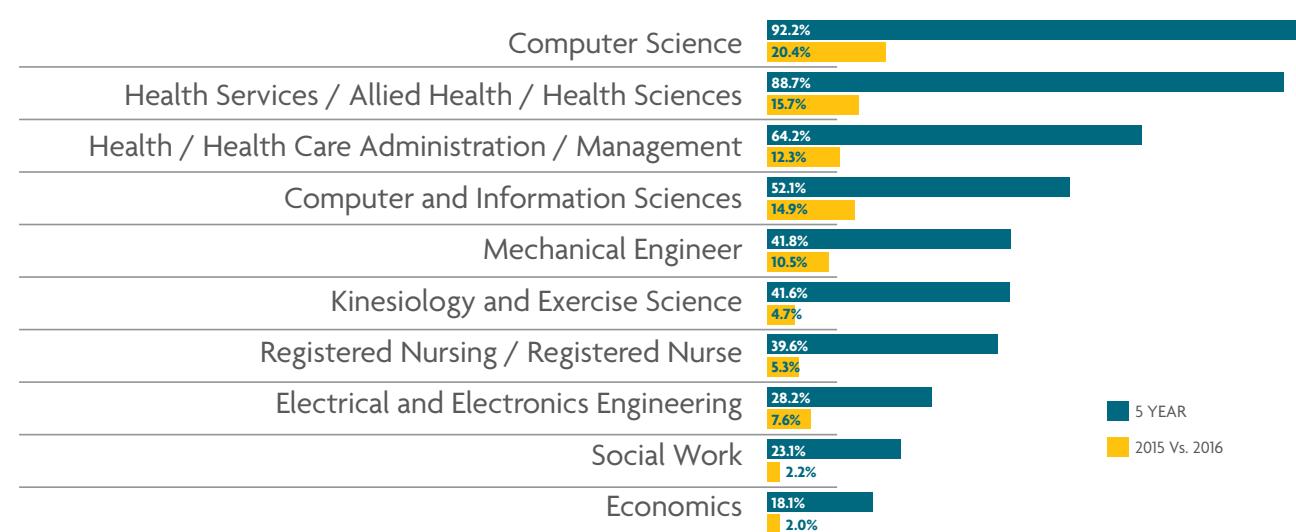
Occupation Title	COUNT	Employment 2016	Employment 2026
	INDEX	(thousands)	(thousands)
Software developers, applications	430	831.3	1,084.60
Information security analysts	52	100	128.5
Operations research analysts	59	114	145.3
Market research analysts and marketing specialists	308	595.4	731.4
Actuaries	12	23.6	28.9
Athletic trainers	14	27.8	34
Substance abuse and behavioral disorder counselors	53	102.4	122.8
Medical and health services managers	182	352.2	422
Therapists, all other	12	24.1	28.9
Cartographers and photogrammetrists	7	12.6	15
Financial managers	300	580.4	688.8
Forensic science technicians	8	15.4	18
Interpreters and translators	35	68.2	79.6
Film and video editors	18	34.2	39.8
Social and community service managers	76	147.3	170.4
Registered nurses	1,527	2,955.20	3,392.20
Fundraisers	47	90.4	103.6
Health educators	32	61	69.9
Petroleum engineers	17	33.7	38.6
Personal financial advisors	141	271.9	311.2

Employment change, 2016-2026 (thousands)	Employment change, 2016-2026 (percent)	EMP CHANGE INDEX > 100	Occupational openings, 2016-2026 annual average (thousands)	2016 Median Annual Wage
			2016-2026 annual average (thousands)	2016 Median Annual Wage
253.4	30.5	350	85.5	100,080
28.4	28.4	326	10.4	92,600
31.3	27.4	315	10.7	79,200
136	22.8	262	76.7	62,560
5.3	22.5	258	2.1	100,610
6.2	22.2	255	2.2	45,630
20.4	19.9	228	13.5	41,070
69.8	19.8	227	36.4	96,540
4.8	19.7	226	1.9	56,700
2.4	19.4	223	1.2	62,750
108.4	18.7	215	56.8	121,750
2.6	16.8	193	2.2	56,750
11.4	16.7	192	7.7	46,120
5.6	16.3	187	4	62,760
23.1	15.7	180	15.8	64,680
437	14.8	170	203.6	68,450
13.2	14.6	168	10.7	54,130
8.8	14.5	166	8.7	53,070
4.9	14.5	166	2.8	128,230
39.3	14.4	165	25.4	90,530

SOURCE: U.S. Bureau of Labor Statistics. Top 20 occupations based on typical entry-level education and projected growth rate 2016-2026

WHICH PROGRAMS HAVE THE HIGHEST GROWTH RATE BASED ON CONFERRED DEGREES?

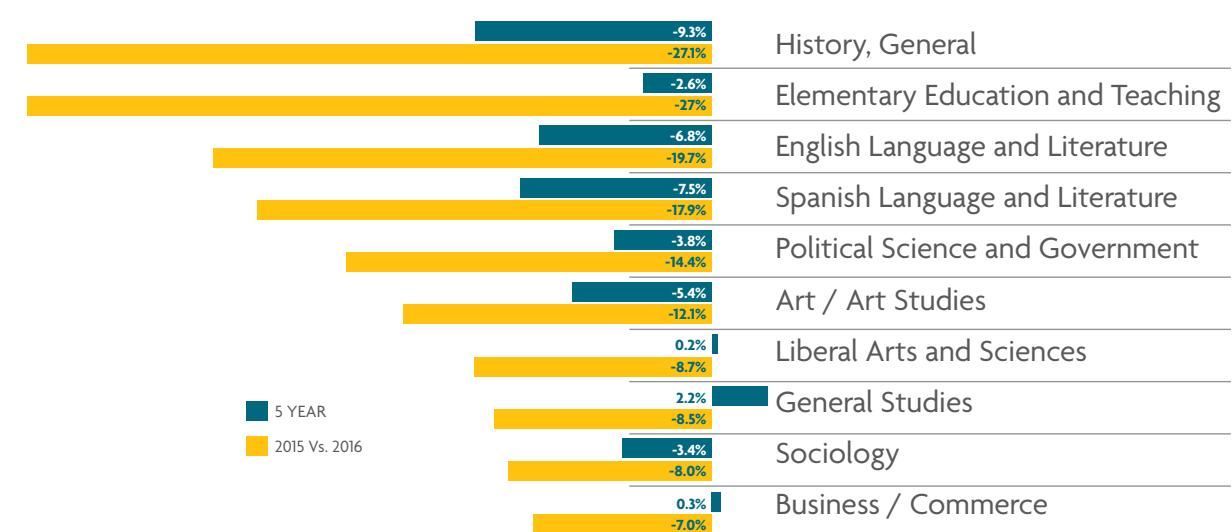
Bachelor's - Highest growth for programs with completions over 5% of market share



SOURCE: IPEDS Conferred Degrees

WHICH PROGRAMS HAVE THE LOWEST GROWTH RATE BASED ON CONFERRED DEGREES?

Bachelor's - Lowest growth for programs with completions over 5% of market share

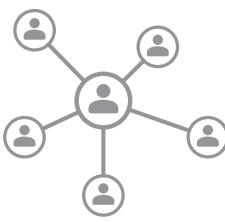


SOURCE: IPEDS Conferred Degrees

Occupation Profile



MARKET RESEARCH ANALYST MARKETING SPECIALIST

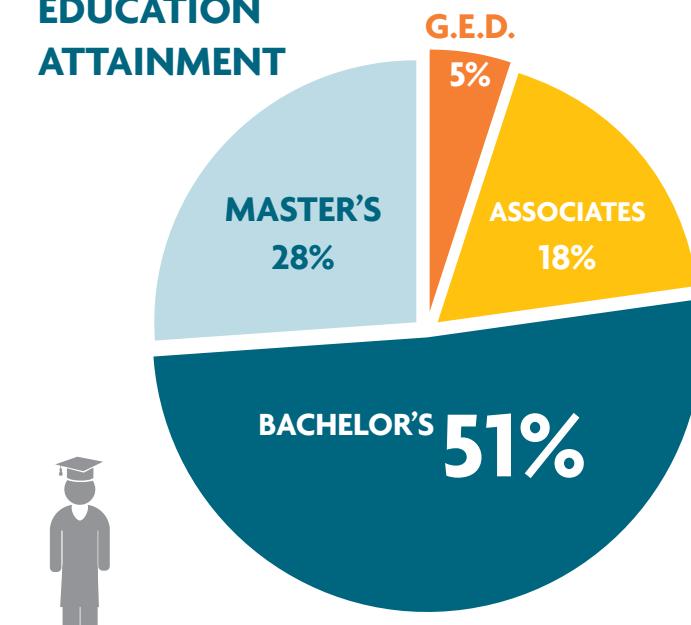


CONSUMER DEMAND

SEARCH TREND

Current Job Openings	23,280
Hiring Scale	34
Demand Pressure (# Of Candidates/Job Opening)	20
Avg Job Posting Period (In Days)	36
Candidate Supply	536,000
Direct Employers Competing	6,496

EDUCATION ATTAINMENT



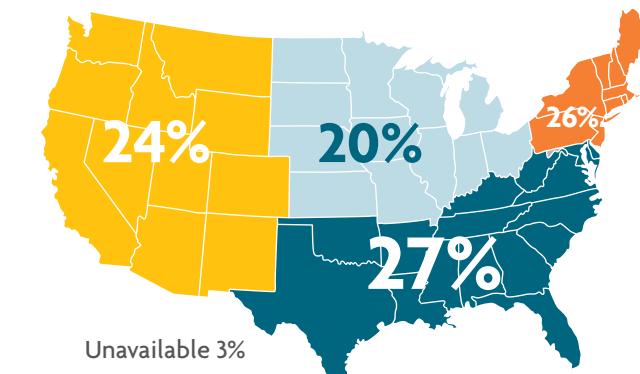
EDUCATION PROFILE

5yr	6.85%
2014 Vs. 2015 5 Yr Growth/erosion	4.67%
2015 Vs. 2016 5 Yr Growth/erosion	3.96%
# Of Programs Offered -2012	1,095
# Of Programs Offered -2016	1,178
# Of Programs Offered 5 Yr Growth/erosion	8%
Top 15 Institutions Composition - 2016	12.52%
2016 Conferred Degrees	44,124
Top Producer	University of Phoenix-Arizona

WHAT CERTIFICATIONS/ SKILLS DO YOU NEED?

Accredited Purchasing Practitioner
Certified Marketing Specialist
Secret Clearance
Certified Public Accountant
Chartered Financial Analyst

WHERE ARE THE JOBS?



WHO'S HIRING? (TOP 15)

Oracle	10%
Anthem, Inc.	9%
ACCENTURE	5%
Bank Of America	3%
JPMorgan Chase & Co.	2%
Deloitte	2%
Comcast Corporation	2%
Staples Business Depot/Bureau En Gros	2%
Wells Fargo	2%
American Express	2%
Unitedhealth Group	2%
CITI	2%
Capital One	1%
DELL	1%
The Walt Disney Company	1%

MEDIAN SALARY

\$87,650

INDUSTRY AND OCCUPATIONAL ANALYSIS

# Of Jobs - 2016	595,400
Job Outlook Growth 2016-2026	23%
Employment Change 2016-2026	136,000
# Of Jobs - 2026	731,400
% Of Conferred Degrees To 2016 Jobs	7.41%
Conferred Degrees/Current Openings	1.90

WHICH OCCUPATIONS HAVE THE HIGHEST GROWTH RATE PROJECTIONS? - MASTER'S

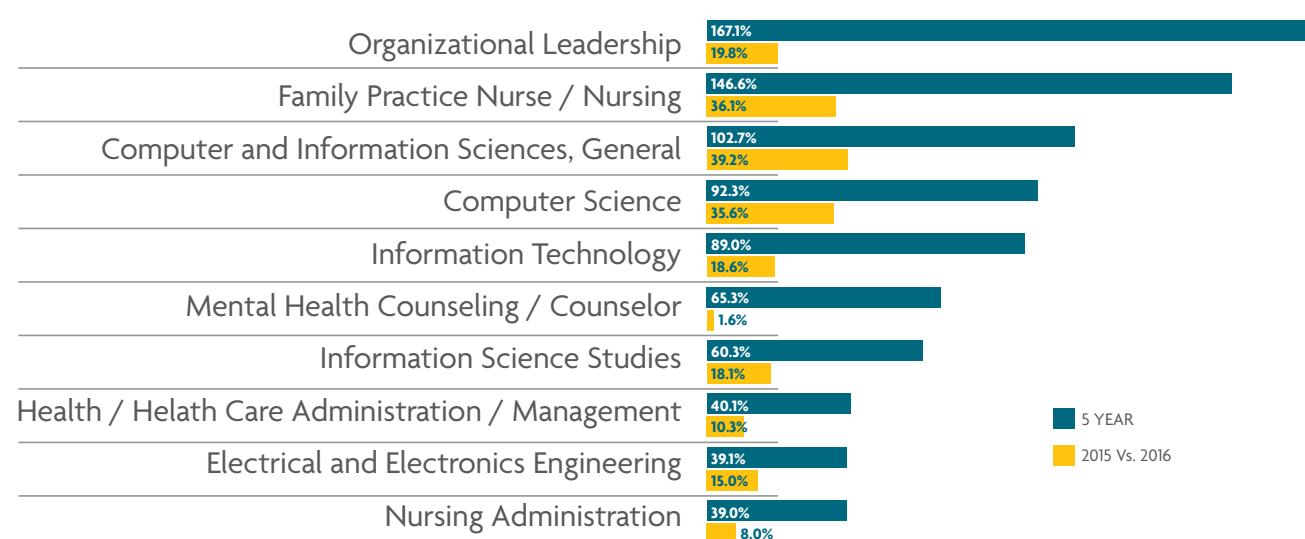
Occupation Title	Count	Employment	
		2016 Index	2026 (thousands)
Physician assistants	151	106.2	145.9
Nurse practitioners	221	155.5	211.5
Statisticians	53	37.2	49.6
Mathematicians	4	3.1	4
Genetic counselors	4	3.1	3.9
Orthotists and prosthetists	11	7.8	9.5
Occupational therapists	186	130.4	158
Nurse midwives	9	6.5	7.8
Marriage and family therapists	59	41.5	49.9
Mental health counselors	224	157.7	188.9
Computer and information research scientists	40	27.9	33.2
Healthcare social workers	251	176.5	209.3
Mental health and substance abuse social workers	176	123.9	146.1
Speech-language pathologists	206	145.1	170.5
Nurse anesthetists	59	41.8	48.5
Counselors, all other	45	31.8	36.3
Archivists	10	6.8	7.8
Curators	18	12.4	14.1
Urban and regional planners	51	36	40.6
Art, drama, and music teachers, postsecondary	174	122.5	137.2

Employment change, 2016-2026 (thousands)	Employment change, 2016-2026 (percent)	Occupational openings, 2016	
		EMP CHANGE INDEX > 100	2016-2026 annual average (thousands)
39.7	37.4	258	10.6
56	36	249	14.4
12.4	33.4	231	4.4
0.9	29.4	203	0.3
0.9	28.3	195	0.3
1.7	21.9	151	0.7
27.7	21.2	146	9.7
1.3	20.6	142	0.5
8.4	20.2	140	5.5
31.2	19.8	137	20.8
5.4	19.2	133	2.5
32.7	18.5	128	22.5
22.2	17.9	124	15.7
25.4	17.5	121	10.3
6.7	16	111	2.8
4.5	14.3	99	3.9
1	14.3	99	0.8
1.7	14	97	1.5
4.6	12.8	88	3.5
14.7	12	83	11.2

SOURCE: U.S. Bureau of Labor Statistics. Top 20 occupations based on typical entry-level education and projected growth rate 2016-2026

WHICH PROGRAMS HAVE THE HIGHEST GROWTH RATE BASED ON CONFERRED DEGREES?

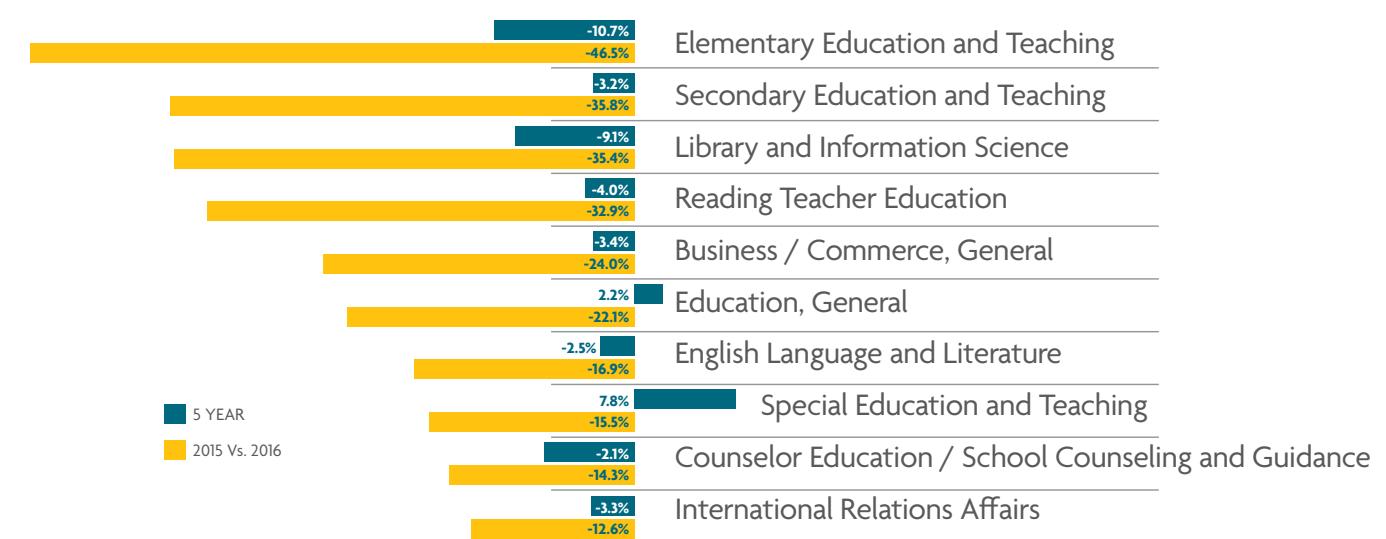
Master's - Highest growth for programs with completions over 5% of market share



SOURCE: IPEDS Conferred Degrees

WHICH PROGRAMS HAVE THE LOWEST GROWTH RATE BASED ON CONFERRED DEGREES?

Master's - Lowest growth for programs with completions over 5% of market share



SOURCE: IPEDS Conferred Degrees

Occupation Profile



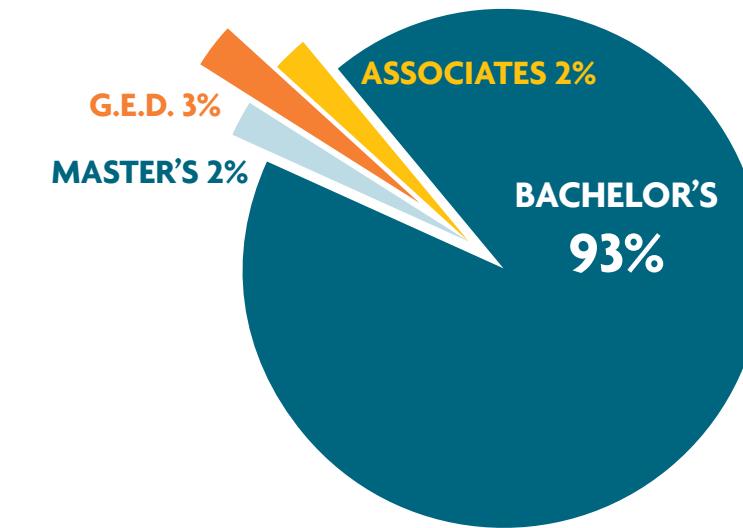
INFORMATION SECURITY ANALYST (CYBERSECURITY)

CONSUMER DEMAND

SEARCH TREND

Current Job Openings	13,577
Hiring Scale	87
Demand Pressure (# Of Candidates/Job Opening)	3
Avg Job Posting Period (In Days)	35
Candidate Supply	103,000
Direct Employers Competing	2,864

EDUCATION ATTAINMENT



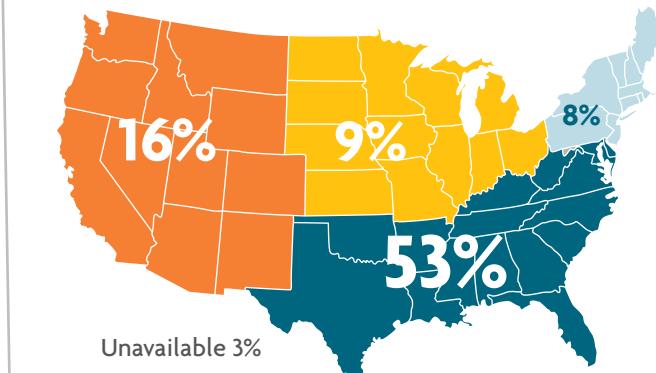
EDUCATION PROFILE

5yr	38.40%
2014 Vs. 2015 5 Yr Growth/erosion	10.74%
2015 Vs. 2016 5 Yr Growth/erosion	3.87%
# Of Programs Offered -2012	587
# Of Programs Offered -2016	703
# Of Programs Offered 5 Yr Growth/erosion	20%
Top 15 Institutions Composition - 2016	28.87%
2016 Conferred Degrees	20,864
Top Producer	University of Phoenix-Arizona

WHAT CERTIFICATIONS/ SKILLS DO YOU NEED?

Certified Information Systems Security Professional (CISSP)
Top Secret Sensitive Compartmented Information (TS SCI)
SANS Certified (SANS)
Distinguished Logistics Professional (DLP)
Information Assurance Management (IAM)

WHERE ARE THE JOBS?



WHO'S HIRING? (TOP 15)

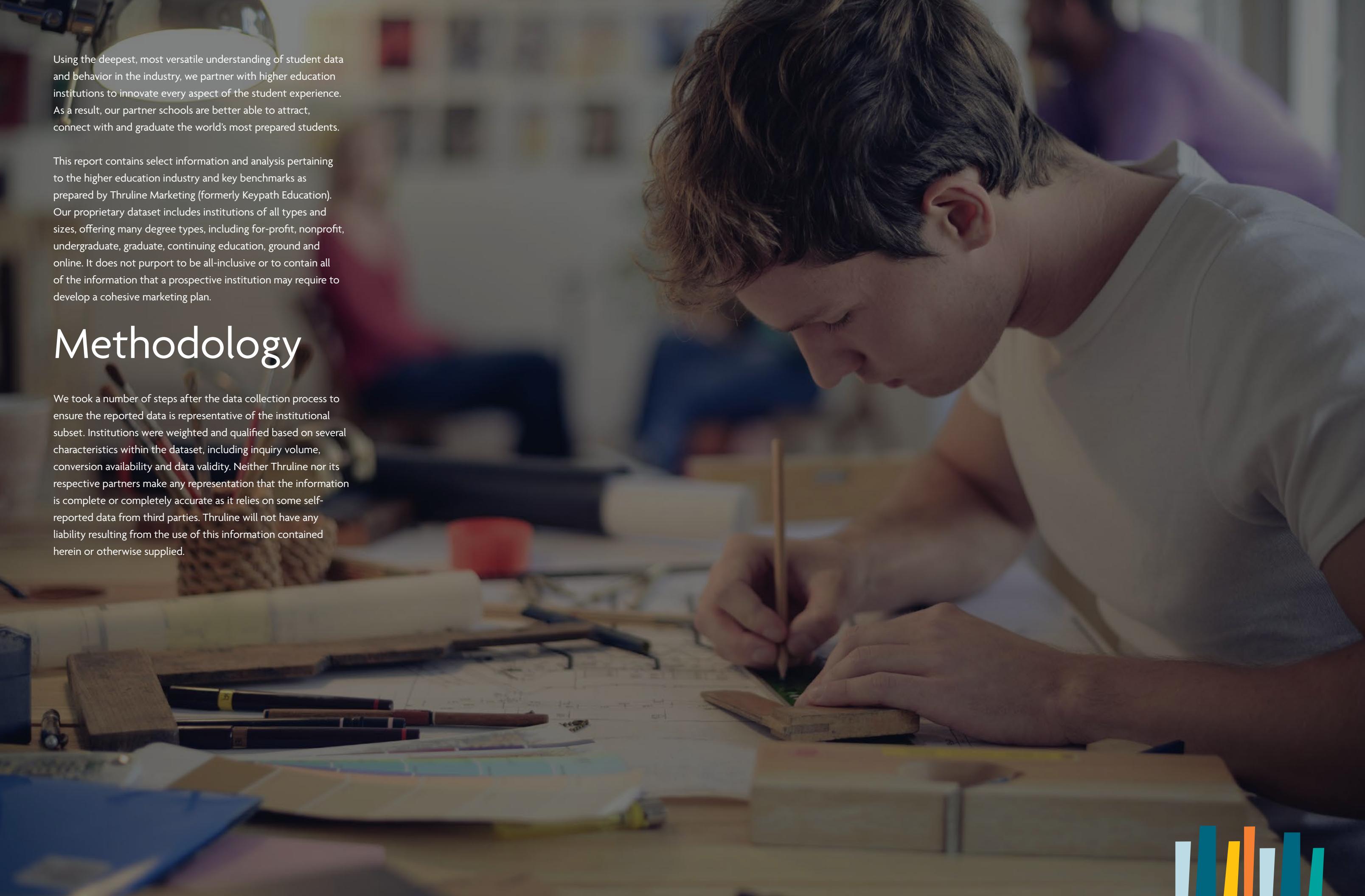
Booz Allen Hamilton	7%
General Dynamics	6%
Oracle	5%
Deloitte	5%
ACCENTURE	4%
Northrop Grumman	4%
Lockheed Martin	4%
Raytheon Corporation	3%
AT&T	2%
Leidos	2%
Verizon	2%
SRA International, Inc.	2%
DELL	2%
CSRA RESA	2%
Wells Fargo	2%

MEDIAN SALARY

\$126,250

INDUSTRY AND OCCUPATIONAL ANALYSIS

# Of Jobs - 2016	2,927,600
Job Outlook Growth 2016-2026	40%
Employment Change 2016-2026	1,179,500
# Of Jobs - 2026	4,107,100
% Of Conferred Degrees To 2016 Jobs	0.04%
Conferred Degrees/Current Openings	0.12

A student with long brown hair is shown from the side, working intently on a technical drawing on a table. They are using a compass and a ruler to create precise lines and arcs on a sheet of graph paper. The table is cluttered with various drafting tools like pens, a compass, and a set square. In the background, other students are visible, suggesting a classroom or workshop environment.

Using the deepest, most versatile understanding of student data and behavior in the industry, we partner with higher education institutions to innovate every aspect of the student experience. As a result, our partner schools are better able to attract, connect with and graduate the world's most prepared students.

This report contains select information and analysis pertaining to the higher education industry and key benchmarks as prepared by Thruline Marketing (formerly Keypath Education). Our proprietary dataset includes institutions of all types and sizes, offering many degree types, including for-profit, nonprofit, undergraduate, graduate, continuing education, ground and online. It does not purport to be all-inclusive or to contain all of the information that a prospective institution may require to develop a cohesive marketing plan.

Methodology

We took a number of steps after the data collection process to ensure the reported data is representative of the institutional subset. Institutions were weighted and qualified based on several characteristics within the dataset, including inquiry volume, conversion availability and data validity. Neither Thruline nor its respective partners make any representation that the information is complete or completely accurate as it relies on some self-reported data from third parties. Thruline will not have any liability resulting from the use of this information contained herein or otherwise supplied.





2018 HIGHER EDUCATION BENCHMARKS

A Thruline Marketing Report

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For more information, please reach out.

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