

Select a Program

[Click for Instructions](#)

Begin assessing the market for a new academic program by selecting an award level and one or more Classification of Instructional Programs (CIP) codes. Customize your field of interest by selecting multiple programs (CIPs). Information for your selected programs will be aggregated throughout the rest of the views. After reviewing fast facts, use the navigation menu (left sidebar) to take a deeper dive into student and employer demand, as well as competition in this field.

Which Program(s) Are You Interested in Exploring?

Select Award Level

Associate's degree

Select Program(s)

Multiple selections

[Reset Filter](#)

Need Help Deciding?



[Search for Relevant Programs](#)

You Have Selected the Following Program(s):

'12.0301 - Funeral Service and Mortuary Science, General.

'12.0303 - Mortuary Science and Embalming/Embalmer.

'12.0399 - Funeral Service and Mortuary Science, Other.

Fast Facts for Your Selected Program(s)



1,579

Total Completions in
2023



62

Total Programs in
2023



12

Total Distance
Programs in 2023



7.3%

Completions Growth
2019-2023



-1.2%

Program Growth
2019-2023



7.5%

Distance Program
Growth 2019-2023

HR HANOVER
RESEARCH

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Student Demand

Review recent trends in student demand for **Associate's degree** programs in your selected field(s). Use the geography filters to the right of the screen to examine student completions in different areas of the United States.

Hover to View Selected Program(s)

National Completions

Show Benchmark

Show Benchmark

Select Program Format

All Programs

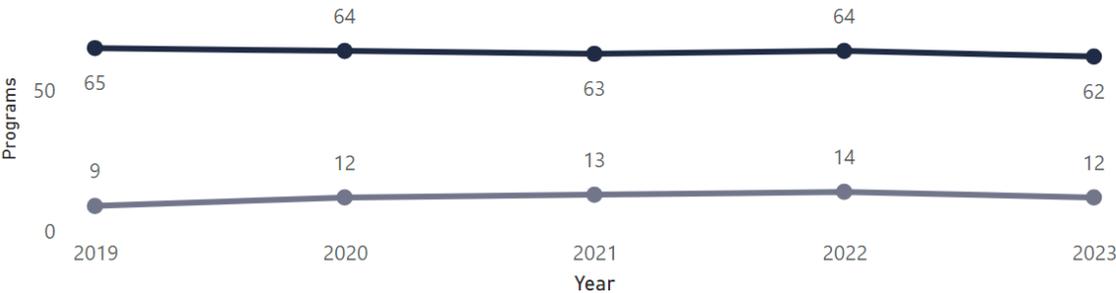
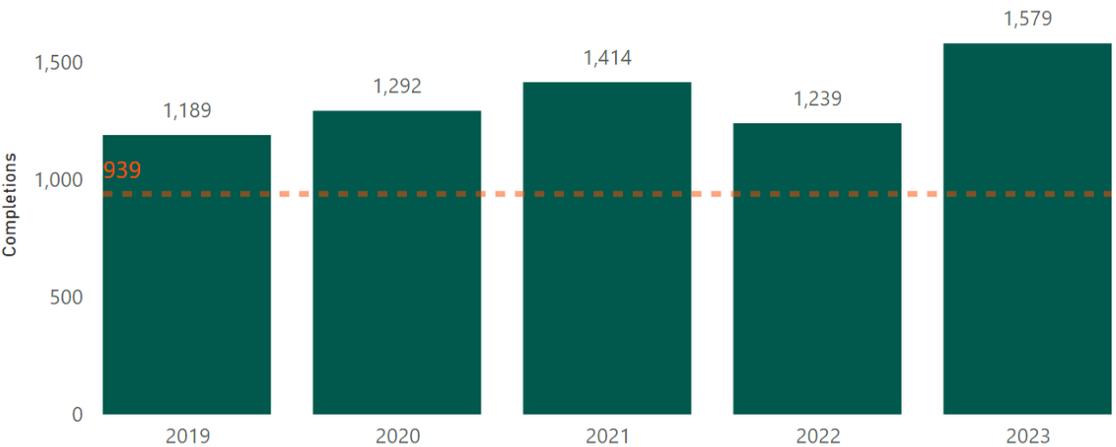
View Individual CIP Trends (Optional)

All

Reset Filter

7.3%

2019-2023 CAGR



Regional Completions

Select Geographic Level

State

Select Geography

California

-4.1%

2019-2023 CAGR



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Labor Market

Explore labor market demand for **Associate's degree** programs in your selected field(s). Review the table of related occupations and typical levels of education required for entry. Use "Customize Occupation List" to review and edit the occupations presented here.

Hover to View Selected Program(s)

Relevant Occupations

 **Customize Occupation List**



Occupation	Typical Ed for Entry	Avg Annual Wage
'39-4011 - Embalmers	Associate's degree	\$65,300
'39-4012 - Crematory Operators	High school diploma or equivalent	\$52,900
'39-4031 - Morticians, Undertakers, and Funeral Arrangers	Associate's degree	\$53,800

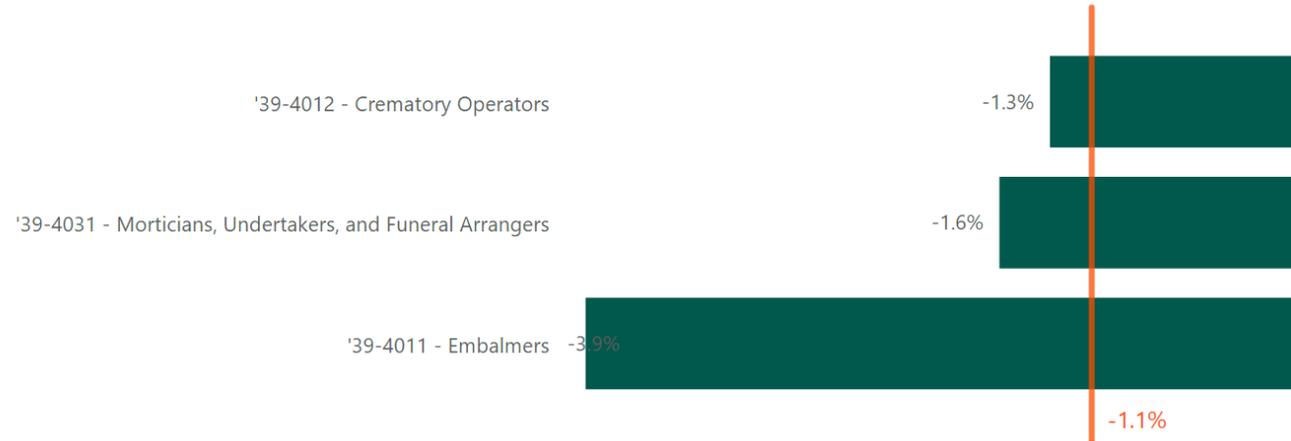
Outlook by Occupation 10-Year Projected Growth

Select Geographic Level

State

Select Geography

California



Labor Market Comparison Aggregate Employment Statistics



Note: To view national projections, set Select Geographic Level to Nation and Select Geography to USA. Selecting all regions or all states will **not** match national projections due to differences in the underlying forecasts (BLS for national, JobsEQ for region / state / MSA).

Geography	Estimated Employment	Projected Employment	Employment Growth (10-Year)	Average Annual Openings
All Occupations - USA	167,849,800	174,589,000	4.0%	23,045
Selected Occupations - USA	31,900	33,000	3.4%	4,000
Selected Occupations - Geography	3,026	2,966	-2.0%	363
California	3,026	2,966	-2.0%	363

* For some occupations, BLS reports rollups of occupation categories in national projections, while JobsEQ reports the more detailed categories in state/MSA projections.

** State and MSA employment forecasts, as well as national, state, and MSA wages are provided by Chmura/JobsEQ. National employment forecasts are provided by the BLS. Labor market information is available at the national, regional, and state levels, and the largest 100 MSAs by population.

Job Posts

Hover to View Selected Program(s)

Explore employer demand for **Associate's degree** programs in your selected field(s). Select an occupation and geography to review common titles, employers, and skills found in online job posts.* *Due to the structure of the data, only a single occupation/geography may be selected at a time. Smaller occupations / areas may return limited results - in such cases, we recommend reviewing a higher geographic level.*

Select Occupation

Select Geographic Level

Select Geography

'39-4011 - Embalmers

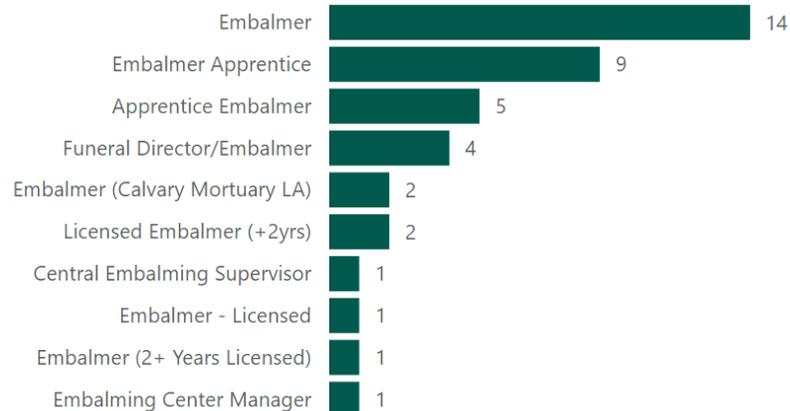
State

California

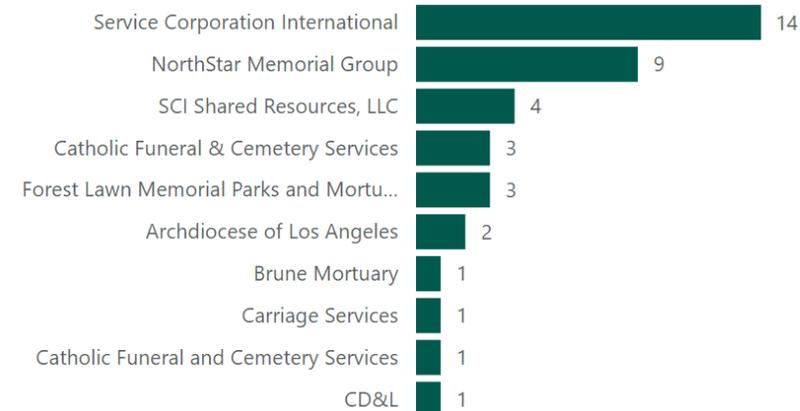
45

Job Posts in Past 12 Months

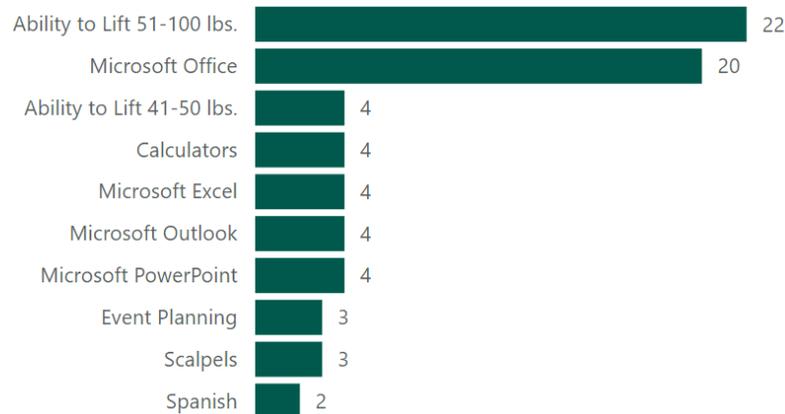
Top Job Titles



Top Employers



Top Hard Skills



Top Soft Skills



Top Certifications



* Occupations are filtered based on your selected award level and program. All job posts linked to an occupation are presented and are not further filtered by whether a specific award level is mentioned. JobsEQ collects data from over 45,000 job post / corporate sites, and aligns posts with standardized occupations (SOCs). In May 2024, JobsEQ updated its site coverage (including addition of LinkedIn), resulting in an increased post volume. Records are presented verbatim and may contain noise. Data are available at the national and state levels, and the largest 100 MSAs by population.



Powered by Chmura/JobsEQ

Competition

Hover to View Selected Program(s)

Investigate competitive conditions for **Associate's degree** programs in your selected field(s). Use the filters to identify institutions with the largest and fastest growing programs. Review the Market Saturation matrix to gauge whether conditions are promising for a new program.

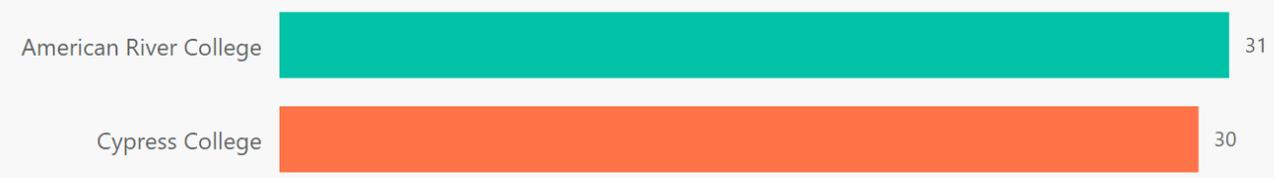
Select Geographic Level State **Select Geography** California **Select Program Format** All Programs

Institution Filters - These additional filters control the "Top Institutions" visuals below.

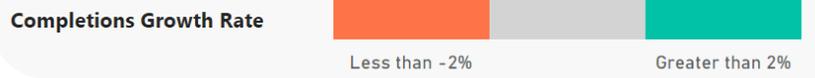
Control / Level All **Enrollment Size** All **Carnegie Class** All **View as Table**

Institution All **Reset Filters**

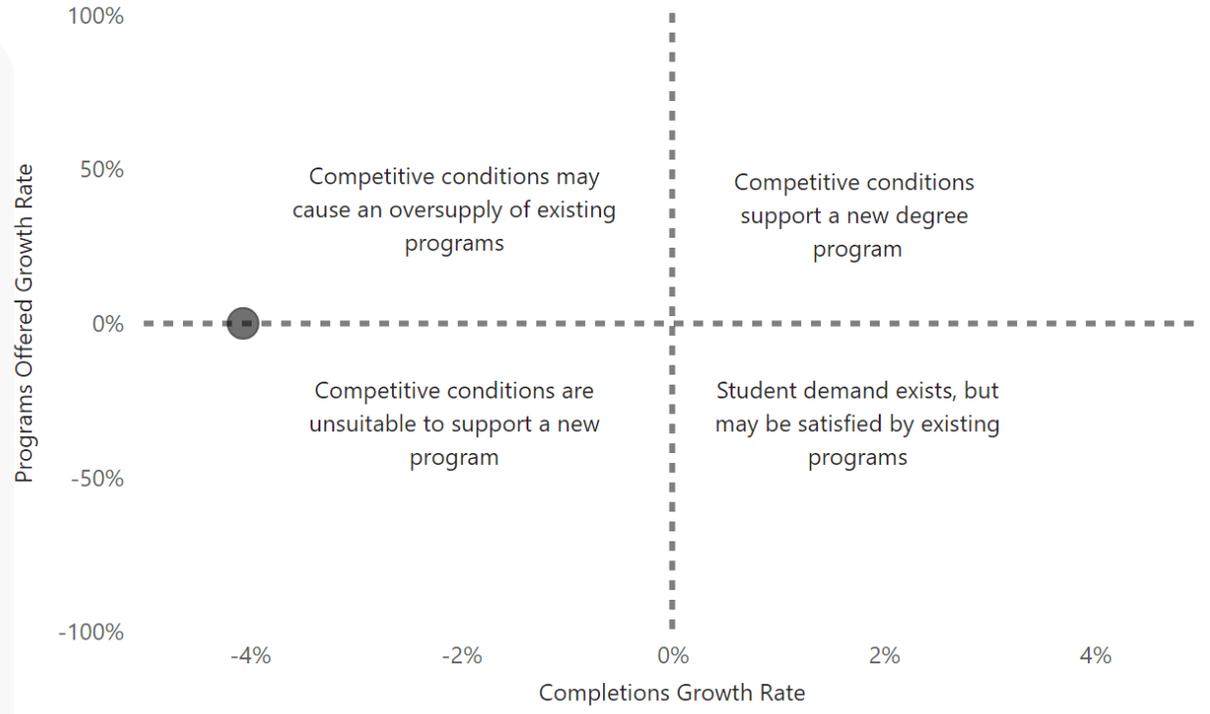
Top Institutions by 2023 Completions Volume



Top Institutions by 2019-2023 Completions Growth



Market Saturation



Conferrals in your selected program have declined in recent years, while growth in number of programs remained flat, suggesting unfavorable conditions to support a new program.

The Market Saturation matrix reflects all competitors within the selected geography, providing a high-level gauge of whether competitive conditions support introduction of a new program. Consideration of additional factors, such as curriculum, credit hour requirements, and tuition, may provide a fuller picture of program prospects. Please contact your Hanover Research account team for a more detailed assessment of competitive market conditions.

Recommendations

Review high-level findings for **Associate's degree** programs in your selected field(s) based on student and labor demand indicators and benchmarks. *For a more granular assessment of the market for your selected program, please contact your Hanover Research account team.*

Hover to View
Selected Program(s)

Select Geographic Level

Select Geography

State

California



Low Growth

Based on a combination of student and labor demand, the outlook for this program is considered Low Growth.

Programs in this category exhibit declining or below average growth and volume (historical completions and projected employment). Such programs rarely represent promising opportunities for program development. However, the small volume of degree completions and/or employment opportunities may skew growth trends in these fields.



Low Growth

On the student demand side, Associate's degree programs in this field are considered low growth opportunities, due to declining or stagnant completions growth and below average volume compared to averages for all Associate's degree programs.

Over the past five years, conferrals from your selected program grew at a rate of -4.1%, compared to 0.3% for all programs at this level. Further, in 2023, institutions reported a total of 61 graduates in this field, compared to an average of 474 across all Associate's degree programs.



Low Growth

In terms of labor demand, Associate's degree programs in this field are considered low growth opportunities, due to declining or stagnant projected growth and below average annual openings in relevant occupations over the next 10 years.

Based on 10-year forecasts, employment among occupations aligned with your selected program is projected to grow at a rate of -2.0%, compared to -1.1% for all occupations. In terms of volume, aligned occupations are projected to offer 363 openings each year due to growth and separations, compared to 2,471 across all occupations.



Next Steps

Contact your Hanover Research account team to discuss research into alternative programs that fit well with your institution's mission and academic portfolio.

Click the icon to the left to navigate to your HR Digital home page.

Demand Matrix



Demand Matrix summarizes key student and labor demand metrics with axes set to average growth rate for all Associate's degree programs (annualized completions growth rate over the past five years) and projected 10-year employment growth rate for all occupations. Student demand reflects all program formats.

Note: Selecting multiple CIPs increases the likelihood of a program's classification as Established or High Growth when compared to completions volume benchmarks.



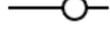
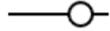
Powered by Chmura/JobSEQ

Hanover has introduced several new features to the Academic Program Reviewer including:



Multiple CIP Code Selection and CIP Search

- On the "Select a Program" landing page, more accurately capture student and employer demand for your academic field of interest by selecting one or more Classification of Instructional Programs (CIP) codes. This can be particularly helpful for programs that do not fit neatly within a single code.
- Further explore CIP codes and definitions via the "Search for Relevant Programs" button on the landing page.



Customize Occupation List

- On the "Labor Market" view, select from a list of recommended occupations aligned with your program or add further occupations based on your knowledge of the program via the "Customize Occupation List" option.



Competition Filters

- View completions activity among specific institutions via Control / Level (e.g., Public Four-Year, Private Four-Year), Enrollment Size, and Carnegie Classification filters.

The Academic Program Reviewer enables you to assess the viability of an academic program based on student and labor demand metrics, job postings, and competitor activity.

Applications

Specifically, this tool provides a data-driven approach to:

- Measure student demand based on completions volume and growth trends.
- Examine long-term employer demand forecasts for occupations aligned with your program of interest.
- Identify common job titles, top employers, skills, and certifications for occupations relevant to your selected program.
- Determine which institutions offer the program and measure market saturation based on growth in student demand versus number of programs offered.

Data

The tool provides information on historical degree conferral trends, labor market projections, and recent job postings for associated occupations.

Student Demand Source:

Degree Completions (2019-2023) - "IPEDS - Use the Data." National Center for Education Statistics.

<https://nces.ed.gov/ipeds/use-the-data>

Labor Demand Sources:

National Projections (2023-2033) - Employment Projections. US Bureau of Labor Statistics.

<https://www.bls.gov/emp/>

Regional/State Projections (2024-2034) - JobsEQ. Chmura Economics & Analytics.

<https://www.chmura.com/>

Job Posts (Most Recent 12 Months; Updated Quarterly) - JobsEQ. Chmura Economics & Analytics.

<https://www.chmura.com/>

Caveats

The tool covers six major academic award types: Associate's, Bachelor's, Master's, and Doctoral/Professional degrees, as well as Undergraduate and Graduate certificates.

Hanover's classification of a given program's growth prospects relies on projections of occupational growth, as well as academic institutions' self-reported degree/certificate conferrals.

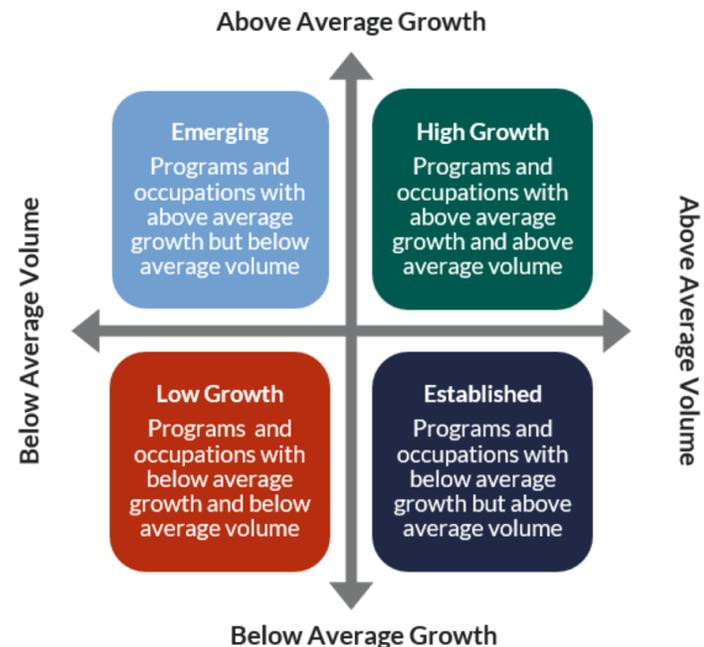
Programs are presented according to the 2020 Classification of Instructional Programs (CIP) system.

Additional Research

We encourage clients to use this tool as a first step in assessing demand for their program of interest. Clients may request more in-depth investigations of the viability of specific programs, as well as use Hanover's research and analysis services to provide best practices information on curriculum, resources, marketing, and other key program features.

Student and Labor Market Demand Growth Categories

Hanover assesses the viability of new programs by organizing degree programs and associated occupations into four categories (shown below) at the national, regional, and state levels. In particular, the tool highlights high-growth, (potentially) emerging, established, and low-growth fields. The classification is based on a combination of two student demand metrics (**2019-2023 annualized completions growth** and **2023 completions volume**) and two labor demand metrics (**projected 10-year employment growth** and **average annual openings volume**).



After assessing quadrants for student degree completions and employment projections individually, Hanover compares student demand and labor market demand for each program to determine an overall classification (e.g., high-growth programs aligned with high-growth occupations lead to a classification of "High Growth").

High Growth: Fields with high student and labor demand growth typically represent strong opportunities for program development or expansion of existing programs.

Emerging: Fields emerging in both categories, or high growth in one category but emerging in another, may represent promising opportunities for niche or near-future program areas when they align with an institution's capabilities and strategic priorities.

Established: Established fields represent opportunities for development or expansion, but in order to attract students institutions will need to differentiate programs from competitors and offer strong career preparation in a competitive market.

Low Growth: Low-growth fields rarely present promising opportunities for program development; however, the small volume of degree completions and/or employment opportunities may skew growth trends in these fields.

Classification Note: Only programs with positive growth rates may be classified as Emerging or High Growth. If a program has a negative completions or employment growth rate but still exceeds the relevant benchmark for its geography, it will be classified as either Low Growth or Established.

IPEDS Program Library

Use the controls below to browse and review potential programs of interest. The program family filter will limit the table to categories of programs (e.g., Engineering), while the keyword search allows you to search within the program descriptions for specific words and phrases.

Select Program Family

Search by Keyword



Reset Filters

Program	Description
'01.0000 - Agriculture, General.	A program that focuses on the general principles and practice of agricultural research and production and that may prepare individuals to apply this knowledge to the solution of practical agricultural problems. Includes instruction in basic animal, plant, and soil science; animal husbandry and plant cultivation; soil conservation; and agricultural operations such as farming, ranching, and agricultural business.
'01.0101 - Agricultural Business and Management, General.	A general program that focuses on modern business and economic principles involved in the organization, operation, and management of agricultural enterprises.
'01.0102 - Agribusiness/Agricultural Business Operations.	A program that prepares individuals to manage agricultural businesses and agriculturally related operations within diversified corporations. Includes instruction in agriculture, agricultural specialization, business management, accounting, finance, marketing, planning, human resources management, and other managerial responsibilities.
'01.0103 - Agricultural Economics.	A program that focuses on the application of economics to the analysis of resource allocation, productivity, investment, and trends in the agricultural sector, both domestically and internationally. Includes instruction in economics and related subfields as well as applicable agricultural fields.
'01.0104 - Farm/Farm and Ranch Management.	A program that prepares individuals to manage farms, ranches, and similar enterprises. Includes instruction in applicable agricultural specialization, business management, accounting, taxation, capitalization, purchasing, government programs and regulations, operational planning and budgeting, contracts and negotiation, and estate planning.
'01.0105 - Agricultural/Farm Supplies Retailing and Wholesaling.	A program that prepares individuals to sell agricultural products and supplies, provide support services to agricultural enterprises, and purchase and market agricultural products. Includes instruction in basic business management, marketing, retailing and wholesaling operations, and applicable principles of agriculture and agricultural operations.
'01.0106 - Agricultural Business Technology/Technician.	A program that prepares individuals to perform specialized support functions related to agricultural business offices and operations and to operate agricultural office equipment, software, and information systems. Includes instruction in basic agricultural business principles, office management, equipment operation, standard software, and database management.
'01.0199 - Agricultural Business and Management, Other.	Any instructional program in agricultural business and management not listed above.