

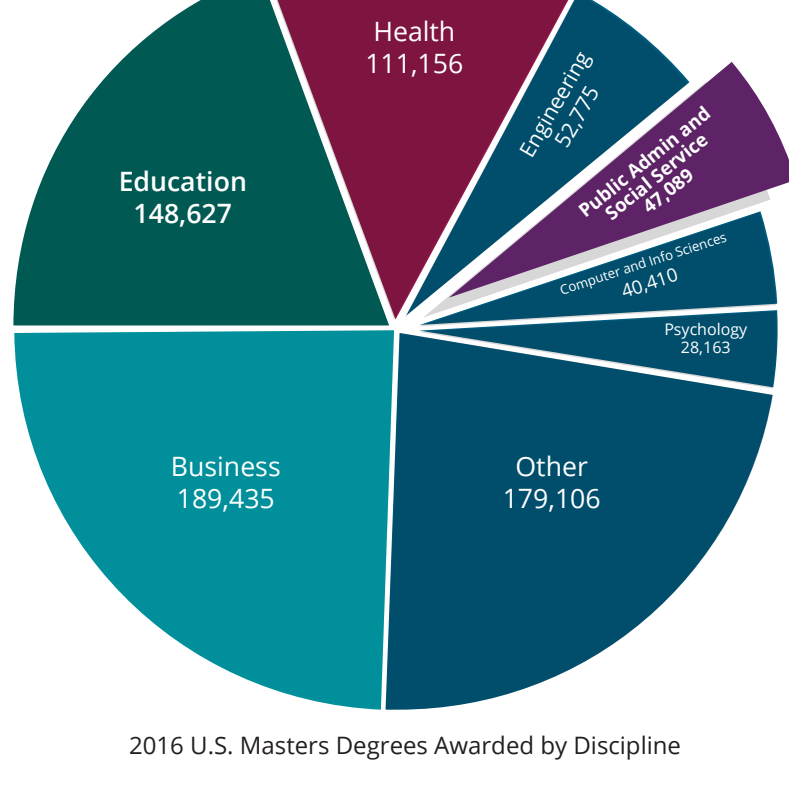
Market Overview: Public Administration and Social Services

Key Trends • Takeaways • Programmatic Insights



Public administration and social services is the fifth-largest graduate discipline. However, growth in this field is primarily due to social work, which accounted for 58% of the master's degrees awarded in this area. Awarded Masters in Public Administration have declined slightly since 2013, but still present a good opportunity.

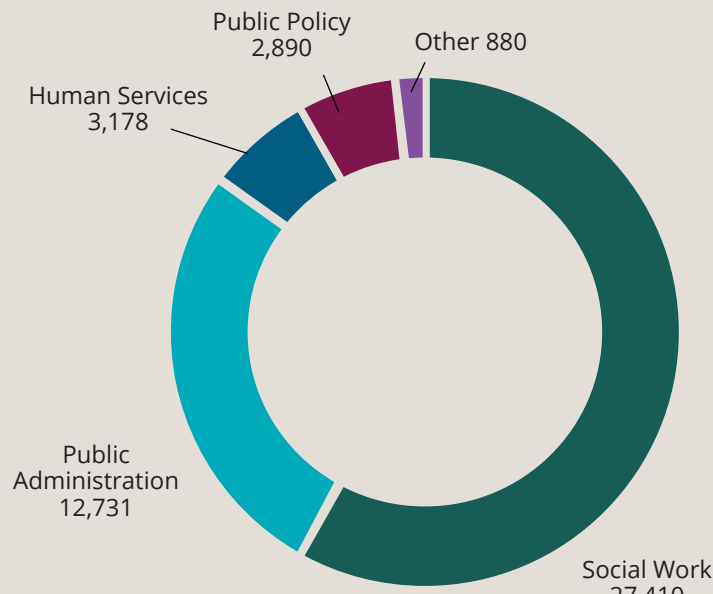
Interest in public administration and social services graduate programs continue to grow, offering ample opportunities for colleges and universities to develop and expand their offerings in this public service-minded discipline.



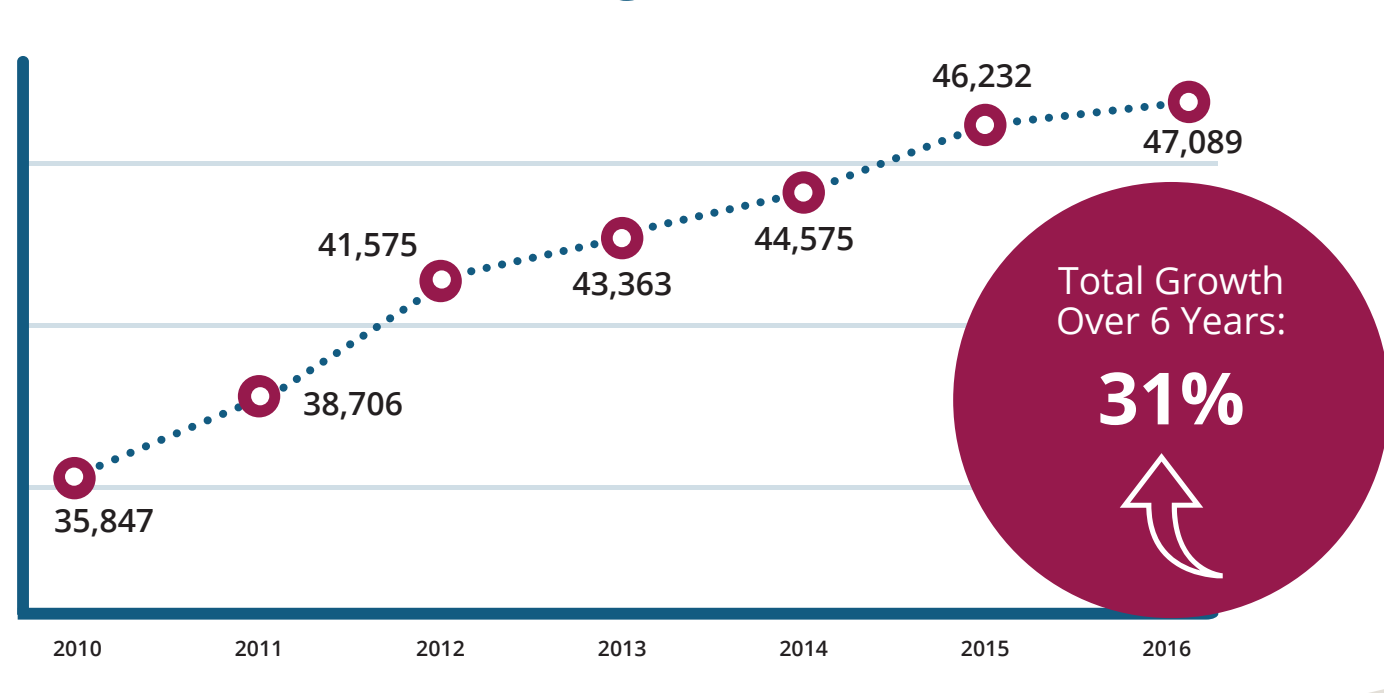
2016 U.S. Masters Degrees Awarded by Discipline

Breakdown of Disciplines within the Category

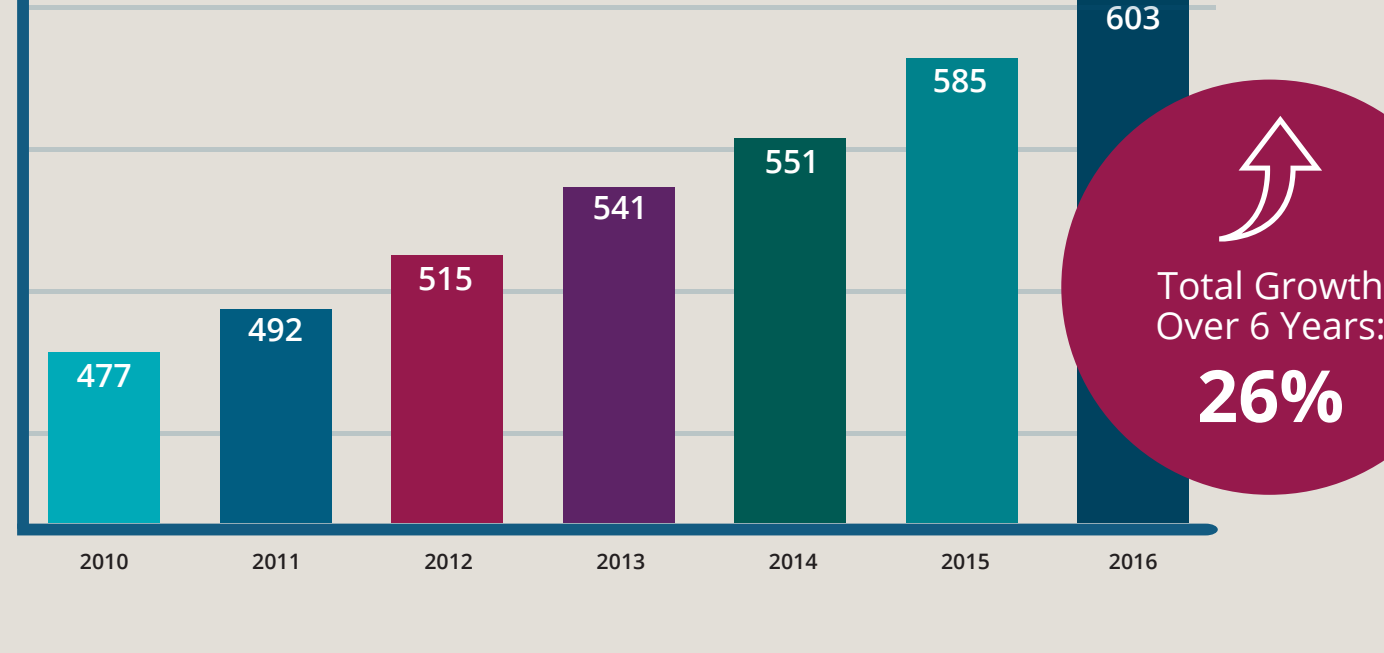
Public administration and social services programs offer a steady growth rate and reliable opportunities for institutions.



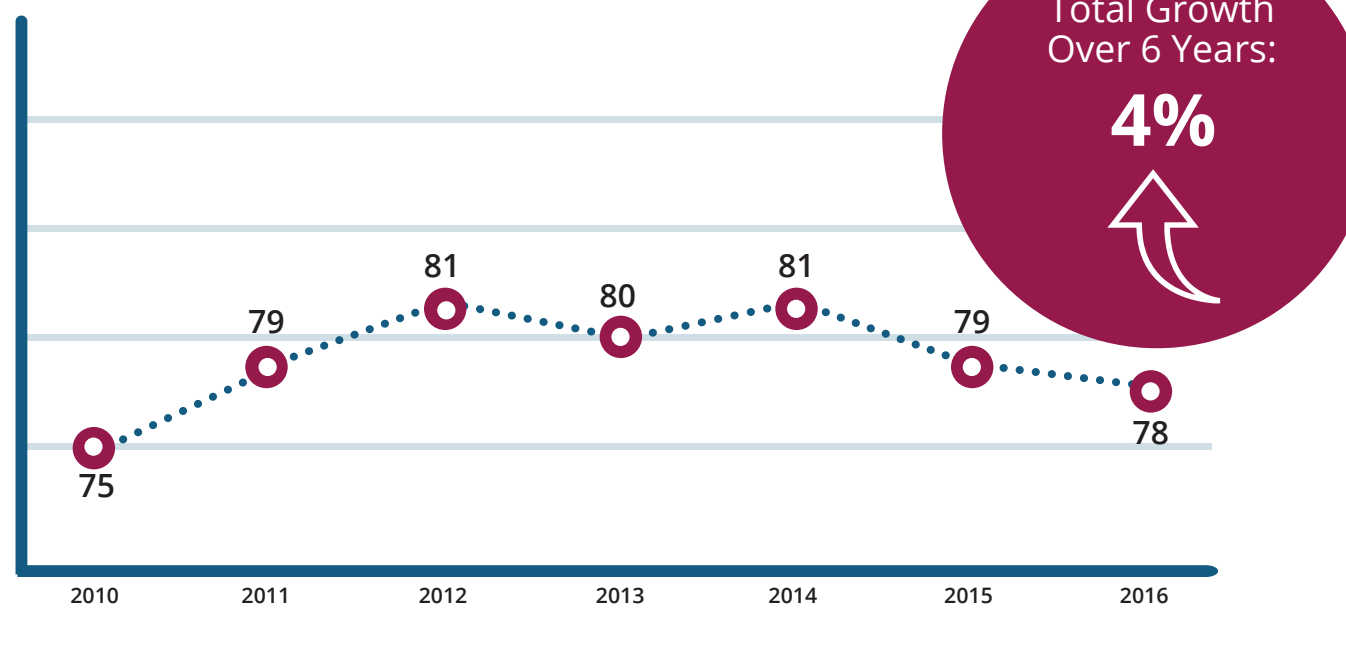
Number of Graduates in Public Administration and Social Services Programs from 2010-2016



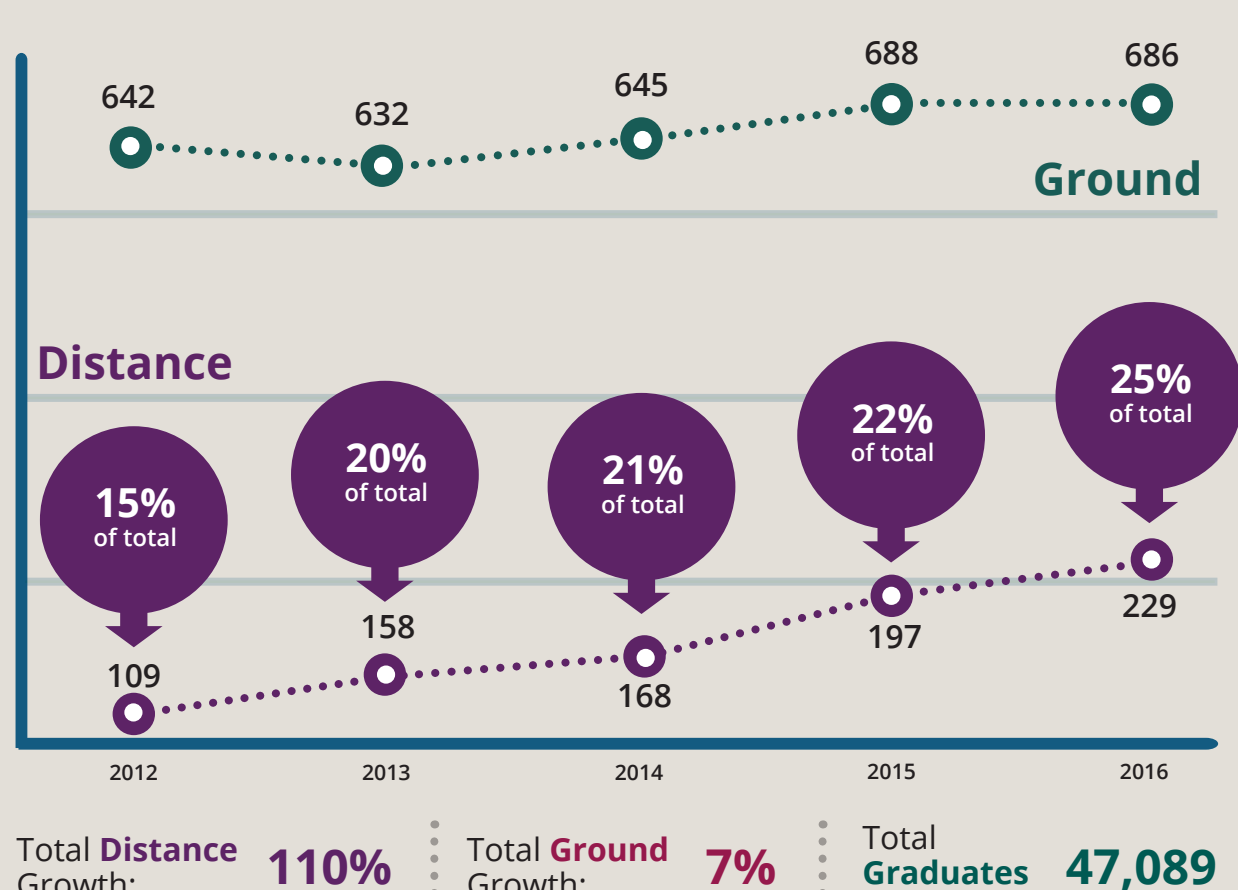
Number of Institutions Reporting Graduates from 2010-2016



Average Students per Institution from 2010-2016



Program Growth: Distance vs. Ground



Key Takeaways

- Graduates in this discipline are increasing **5% per year** however most of that is in social services.
- Competition is also growing, by **4% per year**.
- Online competition is growing at **21% per year**.
- 25%** of programs are online (the majority being Master of Public Administration degrees).

Program Area Insights

16% Social work remains an excellent opportunity, as employment of social workers is expected to grow 16% from 2016 to 2026 due to increased demand for healthcare and social services.

There is competition, however: **for-profit institutions** have entered the market and the online market is growing.

Public administration offers solid potential. There are many online programs in the market, but the ratio of students to programs is encouraging.

Source: The Integrated Postsecondary Education Data System (IPEDS)