



Membership matters.

Human Development & Family Studies Online Master's/Certificate/Non-Credit

University of Illinois – Urbana Champaign

July 2019



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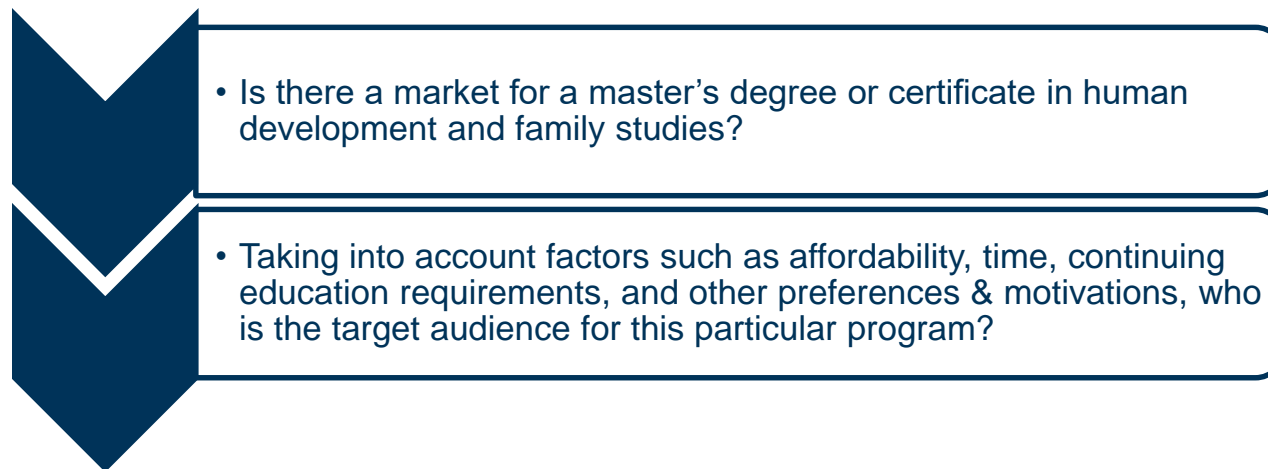
Project Background

University of Illinois at Urbana Champaign
Urbana, IL

PROGRAM: Online Program in Human Development & Family Studies

The Department of Human Development & Family Studies at the University of Illinois at Urbana Champaign (UIUC) is exploring the feasibility of an online offering in human development and family studies. Courses would focus on understanding human development over a life span as well as family dynamics in different contexts. The target audience would be working professionals in other sectors (e.g. medicine, law) who would benefit from this knowledge in their daily practice, but may not have received it during their prior training. Stakeholders are only interested in developing this program if there is a target audience of professionals who could financially afford to pursue this program. Stakeholders are therefore flexible in terms of considering both the master's, certificate, or non-credit markets.

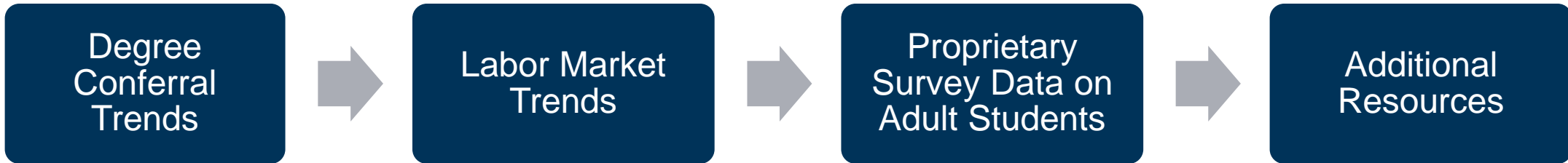
Key research questions addressed in this study are:



Methodology

Eduventures leveraged the following data sources to investigate the market for this degree

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Research



Degree Conferral Trends

Eduventures consulted the National Center for Education Statistics' (NCES) Integrated Postsecondary Education Data System (IPEDS) database to analyze master's and certificate degree conferral and provider trends for the years 2013-2017, as reported to the Classification of Instruction Program Codes (CIP Codes). See slide 6 for the examined CIP code.

Labor Market Trends

Eduventures leveraged its partnership with Emsi to examine the labor market trends for occupations that would benefit from this proposed program. Insight includes outlook projections and median earnings for relevant Standard Occupational Classification Codes (SOC Codes). The SOC codes used for this analysis can be found on Slide 7.

Eduventures also looked to job postings analytics for the SOC codes (as well as more relevant occupations within the SOC codes to human development and family studies) to see what were the top skills and qualifications employers were listing for these positions.

Proprietary Survey Data on Adult Students

Eduventures leveraged responses from the 2017 Adult Prospect Survey to gain insight into motivations, preferences, and other characteristics of these populations.

Additional Resources

Eduventures conducted web scans of different resources for insight into continuing education and professional development requirements for occupations examined in the Labor Market Trends. Resources included occupational state boards, professional associations, and other relevant websites.

Methodology

Eduventures examined the following CIP code to assess student demand & program competition

CIP Codes	Program Description
19.0701) Human Development and Family Studies, General	A general program that focuses on basic human developmental and behavioral characteristics of the individual within the context of the family. Includes instruction in the conditions that influence human growth and development; strategies that promote growth and development across the life span; and the study of family systems.



Methodology

Eduventures examined the following SOC codes to assess potential demand in the labor market

SOC Codes	Program Description
Child, Family, and School Social Workers (21-1021)	<p>Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers.</p> <p>Sample of reported job titles: Adoption Social Worker, Case Manager, Case Worker, Child Protective Services Social Worker (CPS Social Worker), Family Protection Specialist, Family Resource Coordinator, Family Service Worker, Foster Care Social Worker, School Social Worker, Youth Services Specialist</p>
Family & General Practitioners (29-1062)	<p>Physicians who diagnose, treat, and help prevent diseases and injuries that commonly occur in the general population. May refer patients to specialists when needed for further diagnosis or treatment.</p> <p>Sample of reported job titles: Board Certified Family Physician, Family Medicine Physician, Family Physician, Family Practice Medical Doctor (FP MD), Family Practice Physician, Family Practitioner, Medical Doctor (MD), Medical Staff Physician, Physician, Primary Care Physician</p>
Lawyers (23-1011)	<p>Represent clients in criminal and civil litigation and other legal proceedings, draw up legal documents, or manage or advise clients on legal transactions. May specialize in a single area or may practice broadly in many areas of law.</p> <p>Sample of reported job titles: Assistant Attorney General, Assistant Counsel, Associate Attorney, Attorney, Attorney at Law, City Attorney, Deputy Attorney General, General Counsel, Lawyer, Partner</p>
Nurse Practitioners (29-1171)	<p>Diagnose and treat acute, episodic, or chronic illness, independently or as part of a healthcare team. May focus on health promotion and disease prevention. May order, perform, or interpret diagnostic tests such as lab work and x rays. May prescribe medication. Must be registered nurses who have specialized graduate education.</p> <p>Sample of reported job titles: Acute Care Nurse Practitioner; Adult Nurse Practitioner; Advanced Practice Registered Nurse (APRN); Family Nurse Practitioner; Family Practice Certified Advanced Registered Nurse Practitioner; Gastroenterology Nurse Practitioner; Nurse Practitioner (NP); Nurse Practitioner, Adult; Pediatric Nurse Practitioner; Women's Health Care Nurse Practitioner</p>
Obstetricians & Gynecologists (29-1064)	<p>Physicians who provide medical care related to pregnancy or childbirth and those who diagnose, treat, and help prevent diseases of women, particularly those affecting the reproductive system. May also provide general medical care to women.</p> <p>Sample of reported job titles: Attending Physician, Gynecologist, Medical Doctor (MD), OB/GYN (Obstetrician / Gynecologist), OB/GYN Physician (Obstetrics and Gynecology Physician), Obstetrician/Gynecologist (OB/GYN), Obstetrics Gynecology MD (OB/GYN MD), Obstetrics Gynecology Physician (OB/GYN Physician), Physician, Physician Gynecologist</p>

Methodology

Eduventures examined the following SOC codes to assess potential demand in the labor market

SOC Codes	Program Description
Occupational Therapists (29-1122)	<p>Assess, plan, organize, and participate in rehabilitative programs that help build or restore vocational, homemaking, and daily living skills, as well as general independence, to persons with disabilities or developmental delays.</p> <p>Sample of reported job titles: Assistive Technology Trainer, Early Intervention Occupational Therapist, Industrial Rehabilitation Consultant, Occupational Therapist (OT), Pediatric Occupational Therapist, Registered Occupational Therapist, Rehabilitation Supervisor, Staff Occupational Therapist, Staff Therapist</p>
Pediatricians, General (29-1065)	<p>Physicians who diagnose, treat, and help prevent children's diseases and injuries.</p> <p>Sample of reported job titles: Adolescent Medicine Specialist; Chief, General Pediatric Clinic; General Pediatrician; Group Practice Pediatrician; Medical Doctor (MD); Pediatrician; Pediatrician, Partner in Private Medical Practice; Physician; Primary Care Pediatrician</p>
Physical Therapists (29-1123)	<p>Assess, plan, organize, and participate in rehabilitative programs that improve mobility, relieve pain, increase strength, and improve or correct disabling conditions resulting from disease or injury.</p> <p>Sample of reported job titles: Chief Physical Therapist; Home Care Physical Therapist; Outpatient Physical Therapist; Pediatric Physical Therapist; Per Diem Physical Therapist; Physical Therapist (PT); Physical Therapist, Director of Rehabilitation; Registered Physical Therapist (RPT); Rehabilitation Services Director; Staff Physical Therapist (Staff PT)</p>
Social & Community Service Managers (11-9151)	<p>Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization's budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.</p> <p>Sample of reported job titles: Adoption Services Manager, Child Welfare Services Director, Children's Service Supervisor, Clinical Services Director, Community Services Block Grant/Outreach Social Worker (CSBG/Outreach Social Worker), Community Services Director, Psychiatric Social Worker Supervisor, Social Services Director, Transitional Care Director, Vocational Rehabilitation Administrator</p>

Human Development & Family Studies

Key Findings



Key Findings

- The national market for master's degrees in human development and family studies is healthy and growing.
 - Degree conferrals have grown by 2% between 2013 and 2017, with particularly sharp growth between 2014 and 2017.
 - Providers have grown by 4%, with the number of online providers jumping from 9 to 11, during this same period.
 - While these market trends show growing demand from students, new providers should be wary of increasing competition as provider growth is outpacing degree conferral growth.
- While the master's market shows promise, this credential may not be the optimal choice for UIUC's desired target audience (financially secure professionals seeking knowledge and skills that would benefit their existing careers).
 - The top performing master's degrees in human development and family studies nationally appear to be limiting their target audience to individuals planning to enter a career specific to this field.
- Rather, a certificate offering or a non-credit offering may be more optimal for UIUC's desired target audience.
 - According to Eduventures proprietary data on prospective adult students who have already obtained an advanced degree, most are interested in continuing education to pursue a doctoral degree or returning to school to pursue non-credit courses or certificates or taking courses without completing a degree.
 - Only 16% of these individuals are interested in pursuing a master's degree, compared to 28% of prospective adult students without an advanced degree.
 - While available data on the certificate market is limited, a web scan reveals a few certificate programs marketing to UIUC's desired target audience. These programs are noted on slide 13.

Key Findings

- UIUC is smart to target established professionals with financial security, as enrollment drivers for these individuals align to UIUC's proposed human development and family studies offering. Identifying specific occupations within this target audience, however, could be challenging and require more in-depth research.
 - Prospective adult students with an advanced degree, as well as prospective adult students at higher income levels, are more likely to continue their education in order to learn skills and obtain knowledge they haven't previously, while other adult learners are primarily driven to pursue education to earn more money.
- Physicians, social workers, nurse practitioners, community managers, and physical and occupational therapists are all projected to grow faster than average over the next ten years, pointing to high numbers of professionals in these areas.
 - Of the examined occupations, only lawyers are projected to grow around average. No examined occupations are projected to grow slower than average.
- While social workers and social and community service managers have favorable job outlooks, their median hourly earnings could prove challenging to entice them to return to education.
 - Social workers in particular have low median hourly earnings (\$21.34 per hour, compared to the average of all occupations at \$18.17 per hour).
 - Eduventures proprietary data shows that prospective adult students in this income category are primarily driven to return to school to earn more money, not acquire skills and expertise that can help them in their current careers.

Key Findings

- Median hourly earnings are particularly high for physicians, nurse practitioners, and lawyers. It is unclear, however, whether prospective adult students in these professions would recognize the benefit and relevance of human development and family systems offerings to their current careers (to the extent that it is worth the time and money of pursuing courses in higher education).
 - Job postings for these occupations are not directly focusing on desiring skills in human development and family systems, though emphasis in these postings on skills such as communication, customer service, interpersonal skills, and leadership could be linked to offerings or certificates in human development and family systems.
 - Continuing education trends don't place a high focus on offerings in human development and family systems, though further research may uncover a need due to the large CE markets for these professions.
- While median hourly earnings for occupational therapists are not as high as the occupations noted above, this target audience may be more likely to recognize the benefit of UIUC's proposed offering to their current occupation.
 - Job postings include a focus on the soft skills noted above, and trends in continuing education for this occupation show offerings specific to human development and family systems.

Recommendations

- Should UIUC launch its proposed offering in human development and family systems for its desired target audience, Eduventures recommends the following based on the data and insight in this study:
 - UIUC should establish the offering as a non-credit offering, an individual course, or a for-credit certificate with low number of credits to abbreviate costs and time to completion.
 - UIUC should rely on market language that clearly identifies the desired target audience, professionals looking to gain knowledge and skills in human development and family systems to enhance their careers.
 - For guidance, UIUC could look to programs such as and [Nova Southeastern University's Graduate Certificate in Family Studies](#); [Ball State University's online Graduate Certificate in Human Development and Learning](#); and [Northern Arizona University's Graduate Certificate in Psychology of Human Development and Learning](#).
 - UIUC should also include marketing language that clearly links skills and expertise in human development and family systems to desired skills in targeted professions (such as communication, interpersonal skills, and leadership).
 - UIUC would benefit from conducting more in-depth research on continuing education requirements for professionals examined in this study and ensuring they follow guidelines to establish the offering as accepted continuing education units.

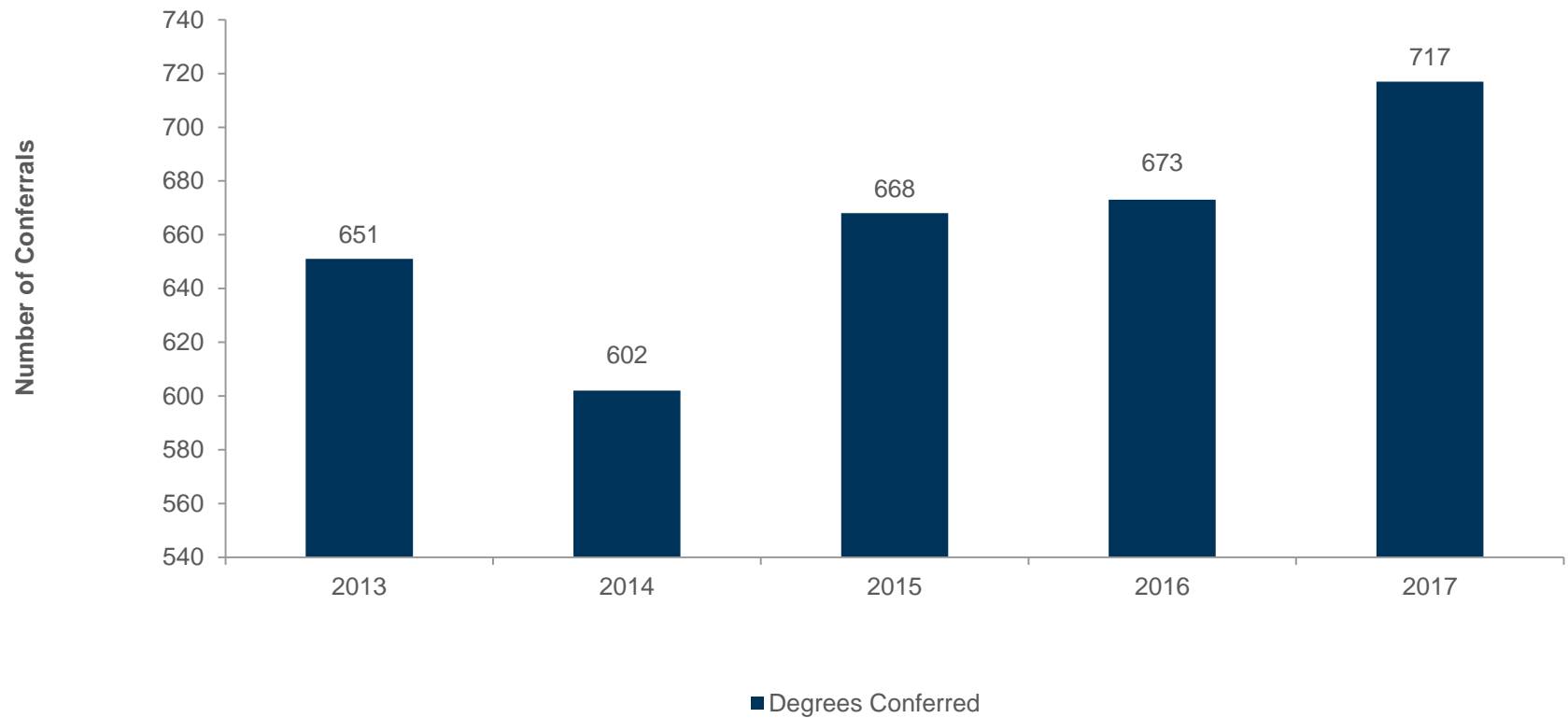
Human Development & Family Studies

Degree Conferral Trends



Degree Conferral Trends

Master's in Human Development & Family Studies



- Nationally, the market for master's degrees in human development and family studies is growing.
- Despite a slight dip between 2013 and 2014, master's degrees have grown by 2% in the past five years, pointing to a growing demand from prospective students for this degree.
- Providers (and specifically providers offering online programs) have grown faster than degrees in recent years, suggesting an increasingly competitive market for providers.

	2013	2014	2015	2016	2017	CAGR
Degrees	651	602	668	673	717	2%
Providers (All)	53	54	56	57	61	4%
Providers (Online)	9	10	12	12	11	5%

Source: NCES IPEDS.
*Master's degrees as reported to 19.0701) Human Development & Family Studies, General.



Degree Conferral Trends

Master's in Human Development & Family Studies

Institution	Online	2017 Conferrals	2016-17 YoY Growth
Pacific Oaks College	Y	157	42.7%
Nova Southeastern University	Y	53	17.8%
Kansas State University	Y	39	8.3%
University of Nebraska-Lincoln	Y	29	-19.4%
Texas Woman's University	Y	27	12.5%
University of Rhode Island	N	24	-7.7%
Texas State University	N	23	53.3%
Saint Mary's University of Minnesota	N	21	10.5%
University of Missouri-Columbia	Y	21	-22.2%
The University of Tennessee-Knoxville	N	20	0.0%

- The five largest programs in this market are all offering their program online, suggesting that prospective students are drawn to the flexibility and convenience of this delivery mode.
- A growing program, Pacific Oaks College is the top provider in this market, conferring 157 degrees and holding more than 20% of the entire market in 2017.
- While the remaining providers are smaller, all but three have seen positive year over year growth between 2016 and 2017.

Source: NCES IPEDS.
 Master's degrees as reported to 19.0701) Human Development & Family Studies, General.



Degree Conferral Trends

Master's in Human Development & Family Studies

Institution	Program Name	Target Audience
Pacific Oaks College	MA in Human Development	Depends on specialization, though messaging around target audience is kept broad, focusing on learning outcomes rather than specific career outcomes.
Kansas State University	MS in Youth Development	Professionals looking to work in youth programs in service organizations, community-based programs, educational settings, and youth counseling.
University of Nebraska-Lincoln	MS in Child, Youth, & Family Studies	Depends on specialization. Careers/employers listed include army community services; family advocacy program; child development centers; crisis centers; faith-based groups; non-profit organizations; education; and research professionals.
Texas Woman's University	MS in Family Studies	Target audience is kept vague; program notes that graduates have careers in human services; family-related agencies; working with families in social service agencies; services to church and family planning agencies; parent or family life educators.
University of Rhode Island	MS in Human Development & Family Studies	Prepares graduates for advanced positions in areas of human service, research & program evaluation, policy/advocacy, and family life education.*
Texas State University	MS in Human Development & Family Sciences	Specifies target audience as students interested in research or applied careers in human development.
University of Missouri-Columbia	MA in Human Development & Family Science	For youth development specialization, target audience is broad as program prepares students for positions in 4-H; Boys and Girls Clubs; Cooperative Extension; Correctional Facilities; Faith-Based Groups; Non-Profit Organizations. For Family & Community Services specialization, prepares students for careers as social/community service manager; health educator/community health worker; certified family life educator.
The University of Tennessee-Knoxville	MS in Child and Family Studies	Depending on track, for professionals interested in research and application or for professionals interested in teacher licensure.

Source: Institutional Websites

Nova Southeastern University and Saint Mary's University of Minnesota are not listed as it is unclear which program they are reporting to the human development CIP code. The most closely aligned online program Nova Southeastern offers is a Master of Human Services in Child Protection, while Saint Mary's reporting reveals that either its Master of Social Work or MA in Health and Human Services Administration could be reporting to this CIP code. Since they are likely misreporting and do not offer relevant programs, they are not included on this slide.

*These outcomes are specified for the development science specialization. The degree also offers specializations for college student personnel (prepares students to work in higher education) and couple and family therapy (prepares students to become licensed therapists).

- The top performing master's degrees in human development and family studies target their programs towards individuals seeking careers specific to human services and youth development or students looking to enter research-related careers or pursue doctoral level education.
- The lack of marketing language specific to professionals in other areas looking to gain skills for their relevant professions suggests that this is a minimal target audience for these master's programs.

Degree Conferral Trends

Certificates in Human Development & Family Studies

Institution	Online	2017 Conferrals	2016-17 YoY Growth
Iowa State University	Y	13	-18.8%
University of Georgia	N	6	N/A
Syracuse University	N	1	N/A
Kansas State University	N	0	-100.0%
Loma Linda University	N	0	0%
Louisiana State University and Agricultural & Mechanical College	N	0	0%
Texas Tech University	N	0	0%
Texas Woman's University	N	0	0%
University of North Texas	N	0	0%

- Certificate awards reported to NCES IPEDS are spotty, as institutions are not required to report these rewards.
- Of the institutions reporting awards, only Iowa State University, University of Georgia, and Syracuse University reported certificate awards in 2017. No institution reported more than 15 certificate awards.
- A quick scan of these certificate programs reveals that most either focus on research (such as Iowa State's [Graduate Certificate in Development & Family Studies Advanced Research Design & Methods](#)) or more specific areas within human development for master's students to add on to their degree as concentrations (such as youth development or gerontology).
- While not reporting its certificate, a web scan reveals that Nova Southeastern offers a graduate certificate in family studies targeted to professionals in a variety of fields. Aside from this provider, there are little to no certificates with a similar focus.
- Among MOOC providers, only UIUC is offering courses related to human development and family studies through its partnership with Coursera.



Human Development & Family Studies

Labor Market Trends



Labor Market Demand- National

National Labor Market Demand: All Occupations

SOC	Description	2019 Jobs	2029 Jobs	2019-2029 Change	2019-2029 % Change	Median Hourly Earnings
All SOC Codes	All Occupations	154,829,037	167,139,710	12,310,673	8.0%	\$18.17

National Labor Market Demand: Identified Occupations

SOC	Description	2019 Jobs	2029 Jobs	2019-2029 Change	2019-2029 % Change	Median Hourly Earnings
21-1021	Child, Family, & School Social Workers	332,299	374,649	42,350	12.7%	\$21.34
29-1062	Family & General Practitioners	133,441	153,986	20,545	15.4%	\$95.55
23-1011	Lawyers	657,287	710,784	53,497	8.1%	\$57.33
29-1171	Nurse Practitioners	180,935	232,384	51,449	28.4%	\$49.94
29-1064	Obstetricians & Gynecologists	20,552	23,862	3,310	16.1%	\$109.57
29-1122	Occupational Therapists	134,569	160,575	26,006	19.3%	\$40.00
29-1065	Pediatricians, General	31,092	36,015	4,923	15.8%	\$83.00
29-1123	Physical Therapists	240,775	294,563	53,788	22.3%	\$41.76
11-9151	Social & Community Service Managers	165,589	191,611	26,022	15.7%	\$30.82

- There are a variety of professionals that could benefit from coursework specific to human development and family studies.
- Among these occupations, nurse practitioners, physical therapists, occupational therapists, and relevant doctors are projected to grow rapidly over the next ten years. Many of these occupations have healthy earnings that could allow these professionals the financial security to pursue higher education.
- Only lawyers are projected to grow around average.
- Relevant professions in social work and community service are also projected to grow faster than average, but have lower earnings that may limit these professionals' ability to pursue higher education.

Labor Market Demand- National

SOC	Top Ten Hard Skills	Top Ten Common Skills
Child, Family, & School Social Workers	Social Work; Psychology; Mental Health; Human Services; Case Management; Crisis Intervention; Disabilities; Caregiving; Welfare; Child Welfare	Valid Driver's License; Management; Communications; Good Driving Record; Spanish Language; Multilingualism; Teaching; Problem Solving; Leadership; Research
Family & General Practitioners	Family Medicine; Primary Care; Internal Medicine; Hospital Medicine; Urgent Care; Pediatrics; Emergency Medicine; Geriatrics; Surgeries; Obstetrics & Gynecology	Management; Teaching; Leadership; Research; Innovation; Spanish Language; Communications; Multilingualism; Operations; Mentorship
Lawyers	Lawsuits; Legal Research; Intellectual Properties; Civil Law; Labor Laws; Mergers and Acquisitions; Patents; Commercial Laws; Appeals; Securities (Finance)	Management; Research; Communications; Writing; Real Estate; Operations; Leadership; Written Communication; Innovation; Investigation
Nurse Practitioners	Nursing; Family Medicine; Primary Care; Basic Life Support; Geriatrics; Internal Medicine; Advanced Cardiovascular Life Support; Medicare; Electronic Medical Record; Medical Records	Communications; Management; Valid Driver's License; Problem Solving; Mentorship; Leadership; Operations; Research; Written Communication; Creativity
Obstetricians & Gynecologists	Obstetrics and Gynecology; Gynecology; Nursing; Medical Ultrasonography; Obstetrical Nursing; Surgeries; Child & Family Services; Malpractice; Neonatal Intensive Care Unit; Midwifery	Teaching; Research; Management; Swimming; Spanish Language; Leadership; Innovation; Microsoft Excel; Communications; Customer Service
Occupational Therapists	Occupational Therapy; Rehabilitations; Long Term Acute Care; Home Healthcare; Nursing; Nursing Homes; Acute Care; Geriatrics; Cardiopulmonary Resuscitation (CPR); Nursing Home Care	Communications; Management; Valid Driver's License; Interpersonal Skills; Written Communication; Innovation; Problem Solving; Computer Literacy; Leadership; Mentorship
Pediatricians, General	Pediatrics; Primary Care; Hospital Medicine; Internal Medicine; Emergency Medicine; Gynecology; Cardiology; Neurology; Oncology; Urology	Teaching; Research; Management; Leadership; Mentorship; Spanish Language; Innovation; Operations; Multilingualism; Swimming
Physical Therapists	Physical Therapy; Rehabilitations; Orthopedic Surgery; Long Term Acute Care; Nursing; Home Healthcare; Nursing Homes; Cardiopulmonary Resuscitation (CPR); Geriatrics; Acute Care	Communications; Management; Interpersonal Skills; Valid Driver's License; Written Communication; Innovation; Mentorship; Leadership; Teaching; Customer Service
Social & Community Service Managers	Social Work; Human Services; Disabilities; Strategic Planning; Service Delivery; Case Management; Psychology; Mental Health; Nursing; Fundraising	Management; Communications; Leadership; Operations; Program Management; Valid Driver's License; Coordinating; Innovation; Research; Problem Solving

- Among job postings for these occupations nationally, common themes emerge among the top desired skills noted among employers seeking candidates for these positions.
- Within hard skills, desired skills are highly specific to those acquired during professional training. Within common skills, employers are focusing on soft skills as well as language skills for working with non-English speaking individuals.
- Skills and expertise directly related to human development and family studies rarely emerge among these top desired skills. There are, however, desired soft skills listed that can be strengthened through relevant coursework in this academic field.

Labor Market Demand- National

Job Titles	Top Ten Hard Skills	Top Ten Common Skills
Behavior Specialists	Disabilities; Psychology; Autism (Therapies); Developmental Disabilities; Mental Health; Applied Behavior Analysis; Social Work; Human Services; Behavioral Health; Nursing	Valid Driver's License; Communications; Management; Good Driving Record; Teaching; First Aid; Social Skills; Decision Making; Research; Problem Solving
Family Law Attorneys	Family law; Lawsuits; Legal Research; Child Support; Criminal Law; Mediation; Personal Injury; Estate Planning; Commercial Laws	Communications; Management; Research; Writing; Real Estate; Written Communication; Sales; Spanish Language; Interpersonal Skills; Negotiation
Family Practice Physicians	Family Medicine; Primary Care; Internal Medicine; Hospital Medicine; Urgent Care; Pediatrics; Geriatrics; Emergency Medicine; Surgeries; Nursing	Management; Teaching; Research; Communications; Spanish Language; Leadership; Innovation; Interpersonal Skills; Multilingualism; Customer Service
Family Services Specialists	Social Work; Human Services; Case Management; Psychology; Mental Health; Welfare; Service Delivery; Child Development; Child Welfare; Service Provider	Valid Driver's License; Management; Communications; Good Driving Record; Multilingualism; Investigation; Spanish Language; Written Communication; Computer Literacy; Customer Service
Immigration Attorneys	Lawsuits; Legal Research; Appeals; Public Relations; Family Law; Bioelectrical Impedance Analysis; Labor Laws; Personal Injury; Professional Services; Mergers and Acquisitions	Spanish Language; Research; English Language; Writing; Multilingualism; Management; Communications; Sales; Leadership; Computer Literacy
Medical Social Workers	Social Work; Medical Social Work; Psychosocial Assessments; Hospice; Mental Health; Crisis Intervention; Nursing; Case Management; Substance Abuse; Rehabilitations	Management; Problem Solving; Coordinating; Valid Driver's License; Leadership; Research; Critical Thinking; Communications; Teaching; Career Development
Social Services Directors	Social Work; Long-Term Care; Case Management; Behavioral Health; Hospice; Mental Health; Assisted Living; Community Health; Public Health; Complications of Pregnancy	Management; Communications; Leadership; Valid Driver's License; Microsoft Outlook; Operations; Coordinating; Microsoft Excel; English Language; Spanish Language
Speech Therapists	Speech-Language Pathology; American Safety & Health Associates; Rehabilitations; Disabilities; Google Drive; Nursing; Cardiopulmonary Resuscitation; Acute Care; HyperText Markup Language; Communication Disorders	Articulation; Valid Driver's License; Management; Communications; Multilingualism; Spanish Language; Computer Literacy; Literacy; English Language; Research

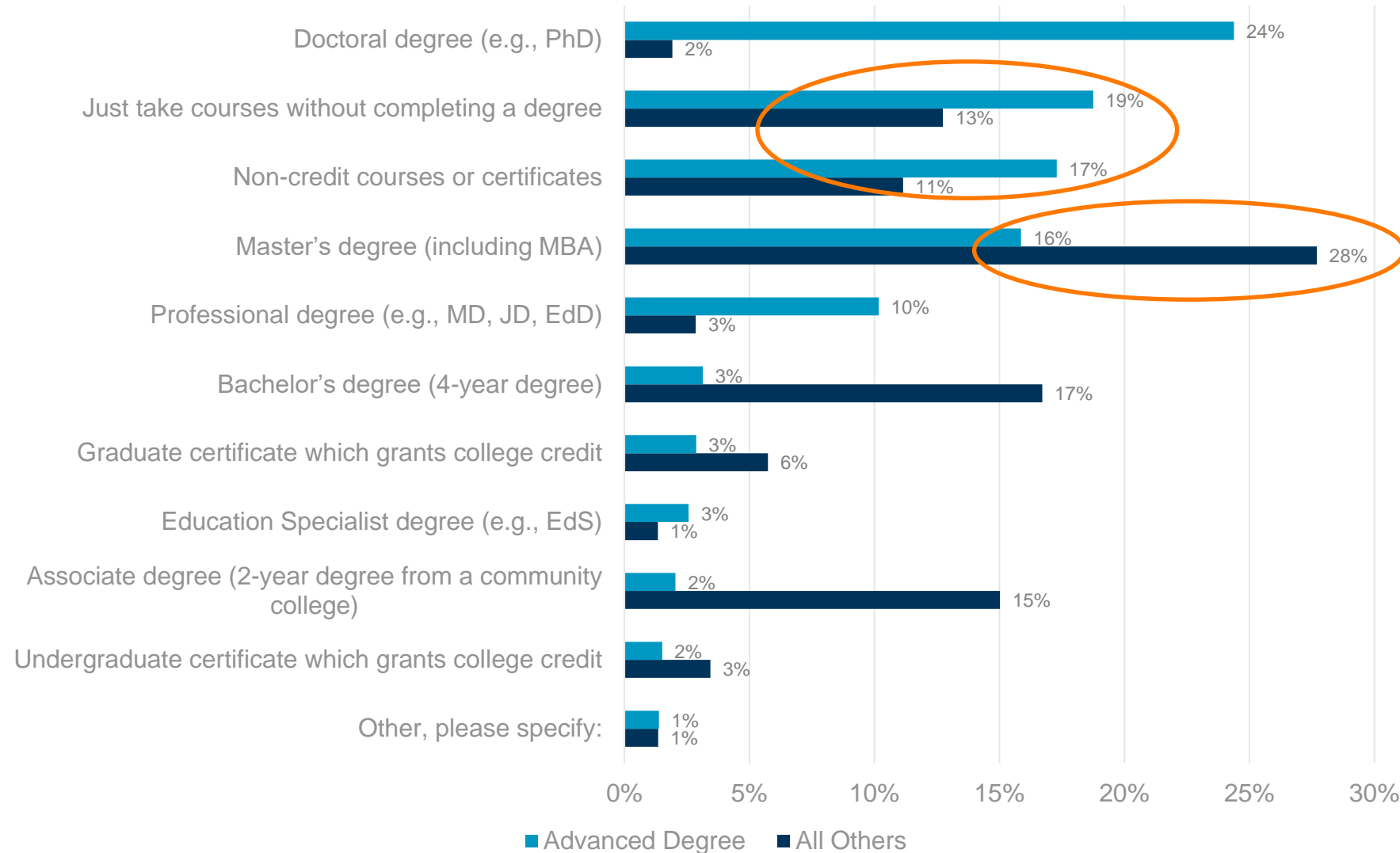
- Analytics of job postings allows for more granular insight as data is available for job titles that are more likely to benefit from coursework in human development and family studies.
- The same trends, however, emerge as the job postings analytics for these occupations broader, more general counterparts: little to no skills specific to human development and family studies desired by employers, but soft skills that can be enriched through this type of coursework.

Human Development & Family Studies

Proprietary Survey Data on Adult Students

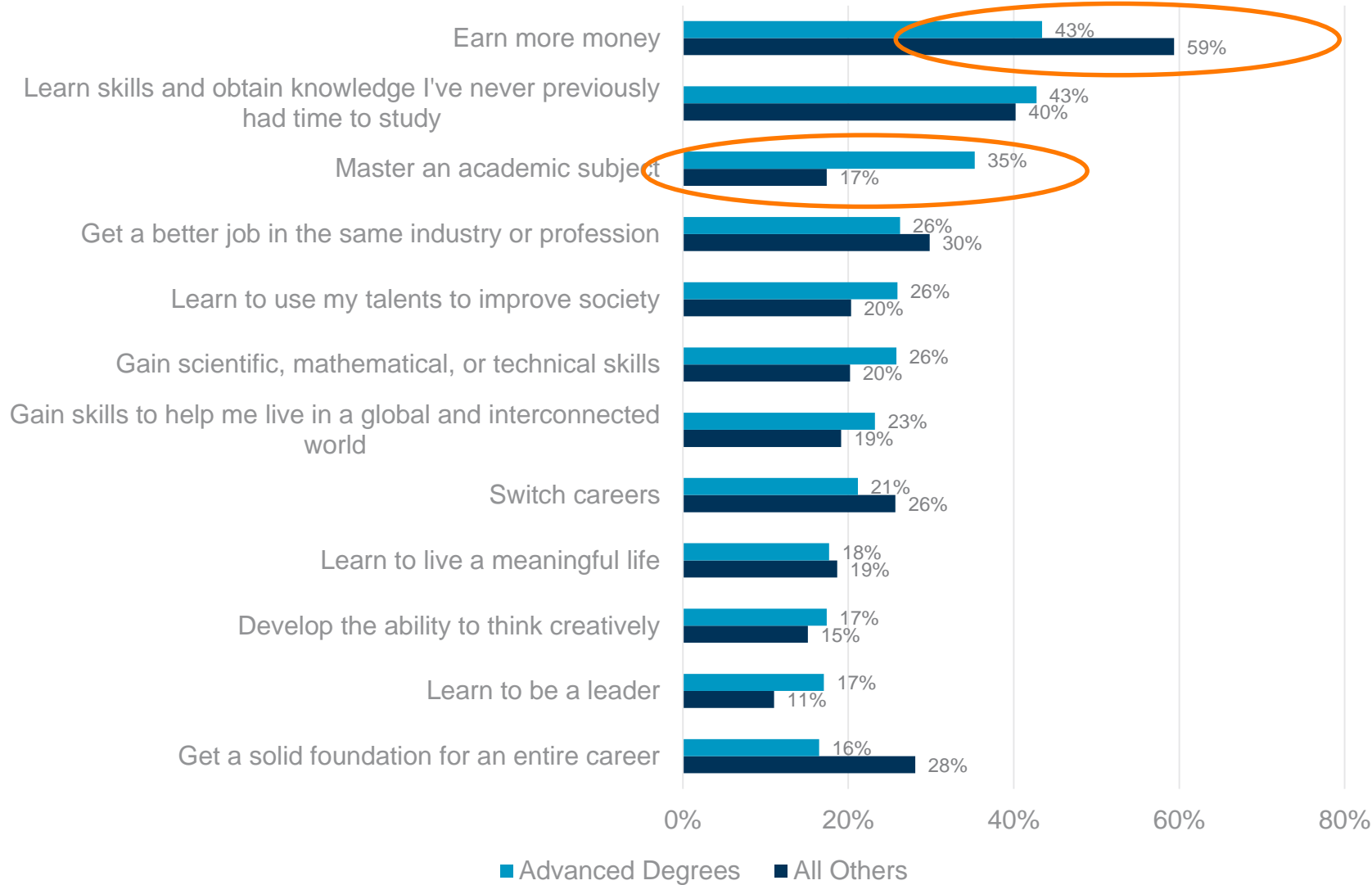


If you were to enroll in a college or university, what would you pursue?



- According to Eduventures proprietary data, prospective adult learners who already have an advanced degree* are interested in pursuing a doctoral degree, taking a course without completing a degree, or taking non-credit courses or certificates.
- Interestingly, these adult prospects are less interested in pursuing a master's degree, especially when compared to the national benchmark of all other adult prospects.

What are your top 5 expectations you have for continuing your education?

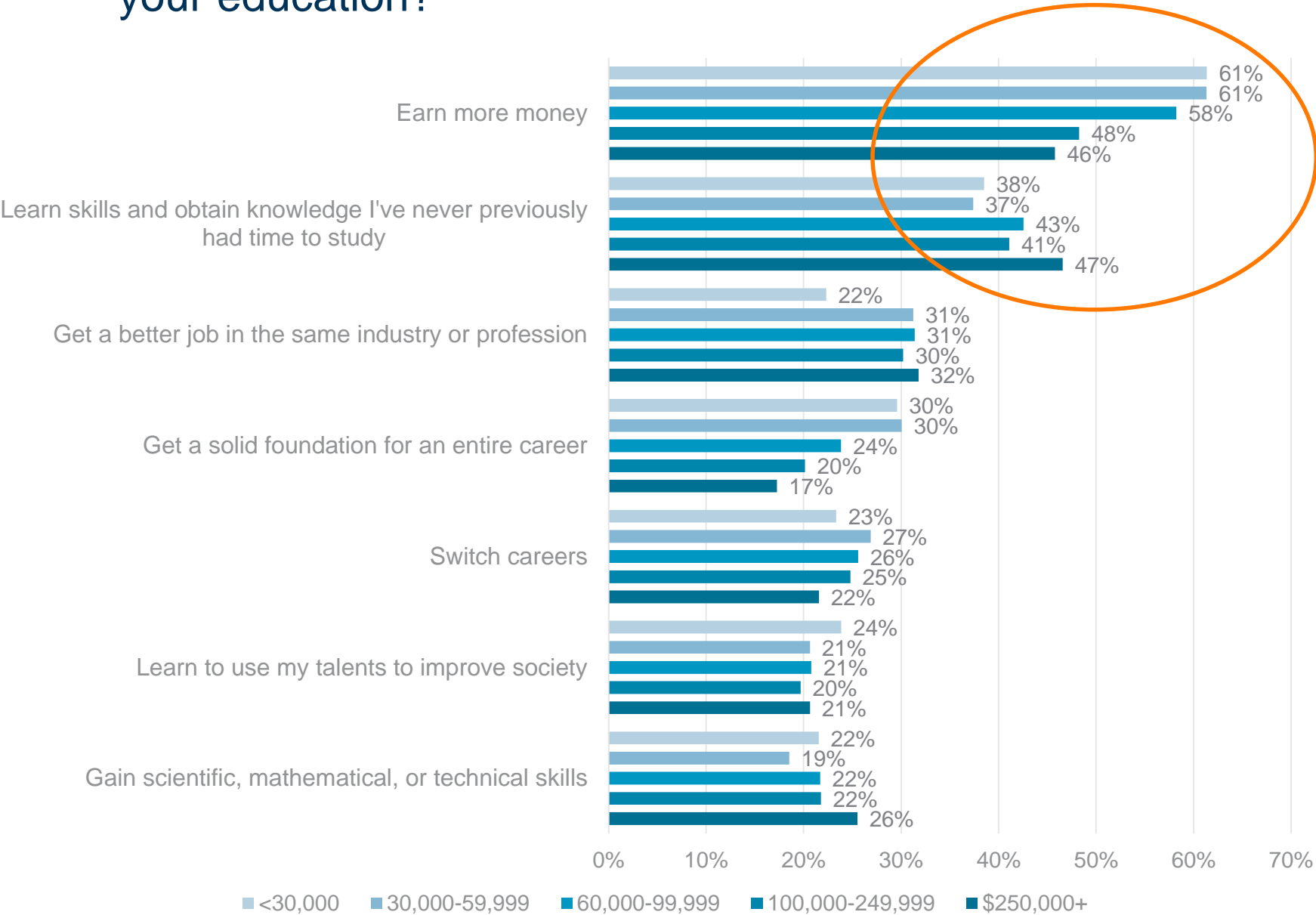


- Prospective adult learners with advanced degrees are driven to return to education for financial gain, skills and knowledge acquisition, and mastery of a particular academic subject.
- These adult learners particularly differ from all other adult learners in terms of their desire to earn more money and master an academic subject, and they are less likely to expect to get a solid foundation for an entire career through continuing their education.

Source: 2017 Eduventures' Adult Prospect Survey
National sample: 3,006 participants
Previously completed an advanced degree (Masters degree (including MBA); Professional degree (e.g., M.D., J.D.); Doctoral Degree (Ph.D) sample size: 479 participants



What are your top 5 expectations you have for continuing your education?



- When surveying prospective adult learners, Eduventures also inquires about these respondents' current annual incomes.
- Respondents with higher income levels are less focused on earning more money and more focused on learning new skills and knowledge than prospective adult learners at lower income levels.
- Higher income respondents are also less likely to expect to gain a foundation for an entire career than learners at lower income levels, indicating that they are already established in their careers.

Human Development & Family Studies

Additional Resources



Demand from Professionals

Continuing Education and Professional Development Requirements

Occupation	CE Notes
Lawyers	<ul style="list-style-type: none"> Continuing education requirements governed by state boards and vary widely depending on state. According to the American Bar Association's continuing legal education unit, topics of CLE focus on government & regulation; career & practice resources; practice specialties; industry; & public interest. No courses specific in human development and family studies, though further research may reveal that these courses arise in CE requirements for certain lawyers (e.g. family law, immigration law, criminal law).
Nurse Practitioners	<ul style="list-style-type: none"> CE requirements vary by state but generally required to renew certification. According to American Association of Nurse Practitioners, major categories of CEUs include medical specialties (e.g. cardiology, dermatology, neurology) as well as areas such as controlled substances; end of life care; geriatrics; health policy & promotion; obesity management; professional practice; research. No courses specific to human development and family studies, though these offerings may be helpful as they relate to major categories of CEUs noted above.
Occupational Therapists	<ul style="list-style-type: none"> Vary by state, though most states have mandatory CE requirements that include CEU/PDU hours. The American Occupational Therapy Association (AOTA) offers CEU courses, with major categories including administration & management; autism; brain and cognition; children & youth/school-based practice; driving & community mobility; emerging practice; ethics; fieldwork; hand & shoulder; home & community health; intervention approaches; leadership; mental health; older adults; physical rehabilitation; sensory integration & processing; therapeutic communication; vision. Offers a variety of courses relevant to human development & family systems (specifically related to child development, aging adults).
Physical Therapists	<ul style="list-style-type: none"> Varies by state, though APTA CEUs are accepted by most boards. Categories of courses offered through APTA include acute care; aquatics; cardiovascular & pulmonary; clinical electrophysiology & wound management; education; geriatrics; hand rehabilitation; health policy & administration; home health; neurology; oncology; orthopedics; pediatrics; private practice; professional excellence; research; sports; women's health. Search reveals that no courses closely align to human development & family studies, though few courses in pediatrics section are loosely related.
Physicians	<ul style="list-style-type: none"> CME requirements governed by state medical boards and vary by state. CE courses listed through AMA are categorized by Clinical; Practice Transformation; & Professionalism. Courses and offerings specific to human development & family studies generally available through psychiatry or pediatric offerings.

- Many of the examined professions require continuing education for licensure, though specific requirements often vary by state.
- CE offerings specifically related to human development and family systems are most prevalent in offerings for occupational therapists and physicians.
- While none were specifically noted for lawyers and nurse practitioners in their major association offerings, major categories of available offerings suggest that human development and family systems courses may be beneficial or potentially offered through other providers.



Thank you.

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