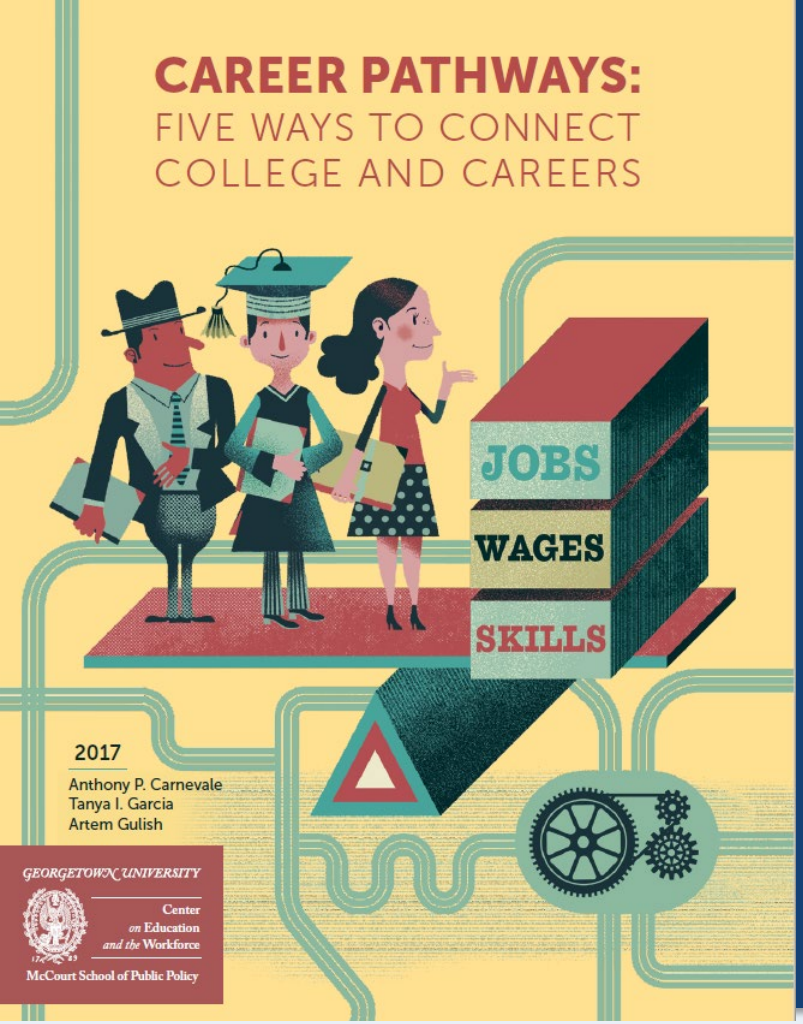

Attainment for What? States Need Workforce Data to Meet Postsecondary Goals

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GEORGETOWN UNIVERSITY

Center on Education and the Workforce

McCourt School of Public Policy

#CEW5Ways

SHEEO Communities of Practice | January 31 , 2019 | Denver, CO

Our goal

To demonstrate how labor market information can be used to inform and provide guidance to your attainment efforts

THE GROWING COMPLEXITY OF TODAY'S ECONOMY

Getting a college education is one of the biggest investments people will make in their lives, but the growing complexity of today's economy makes it difficult for higher education to deliver efficiency and consistent quality. Today's economy is more intricate than those of decades past:

Occupations grew from **270 in 1950** to **840 in 2010**;

Postsecondary programs of study more than quintupled between 1985 and 2010 – from **410 to 2,260**;

The **number of colleges and universities** more than doubled from **1,850 to 4,720** between 1950 and 2014; and

The **number of college students** swelled almost tenfold in the period between 1949 and 2014 – from **2.4 million to 20.2 million**.

The Five Ways to connect college and careers

- Program alignment with labor market demand
- Curriculum alignment with workforce requirements
- Counseling and career pathways
- Job placement and skills gap analysis
- Education projections, business expansion, and workforce quality

Program alignment with labor market demand

To help college and system administrators make program-related decisions that address labor market needs, which in turn helps them demonstrate return on investment to state leaders

Curriculum alignment with workforce requirements

To help faculty members create curricula aligned with the applied skills and abilities that learners will need to succeed in their careers, **in addition to** general academic skills and knowledge

Counseling and career pathways

To support students in their educational and career decisions as well as identify and reach out to the learners who need additional support

Job placement and skills gap analysis

To help workers determine if and how the knowledge, skills, abilities, interests, and work values they possess are transferable to new jobs

Education projections, business expansion, and workforce quality

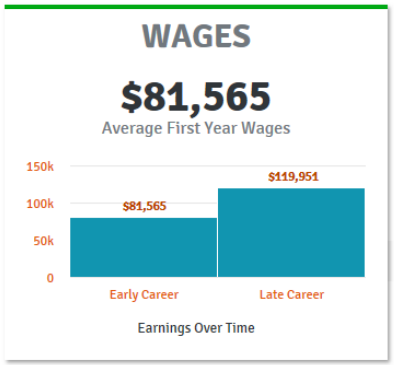
To help state economic and workforce leaders attract new employers and retain existing ones

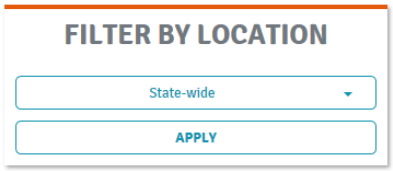
Colorado efforts

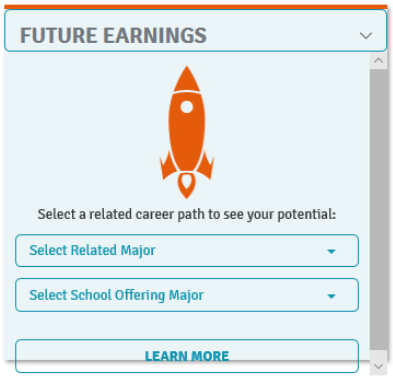
LAUNCH MY CAREER COLORADO

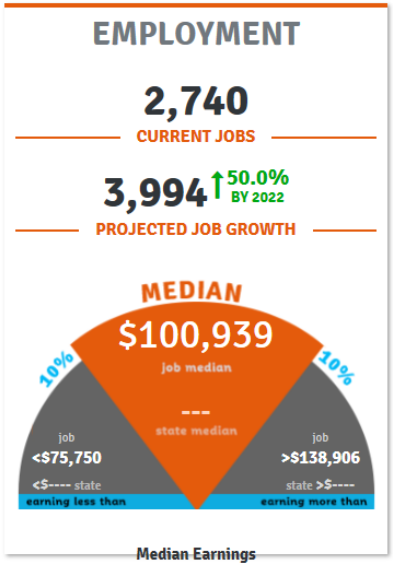
NURSE PRACTITIONERS

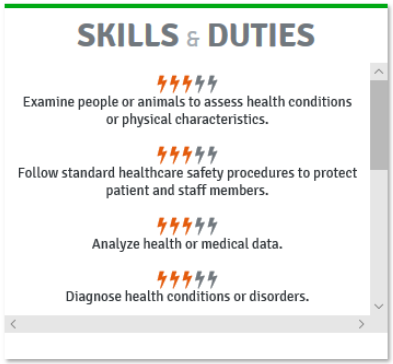
Diagnose and treat acute, episodic, or chronic illness, independently or as part of a healthcare team. May focus on health promotion and disease prevention. May order, perform, or interpret diagnostic tests such as lab work and x rays. May prescribe medicatic
Must be registered nurses who have specialized graduate education.

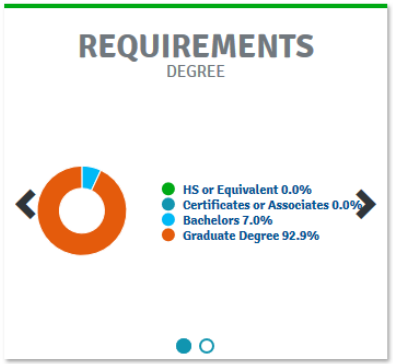












Strada | COLLEGE MEASURES | burningglass

COLORADO TALENT PIPELINE REPORT

2018

CAREERS IN COLORADO

POWERED BY talentFOUND

Sector Partnerships

Find Careers in Growing Industries in Colorado

Using career pathways, explore in-demand careers including the education, training, and skills needed to get you there.

Cybersecurity

Healthcare

Construction

Information Technology

Advanced Manufacturing

Business Operations

APPLYING WORKFORCE DATA TO INFORM POLICY AND PRACTICE

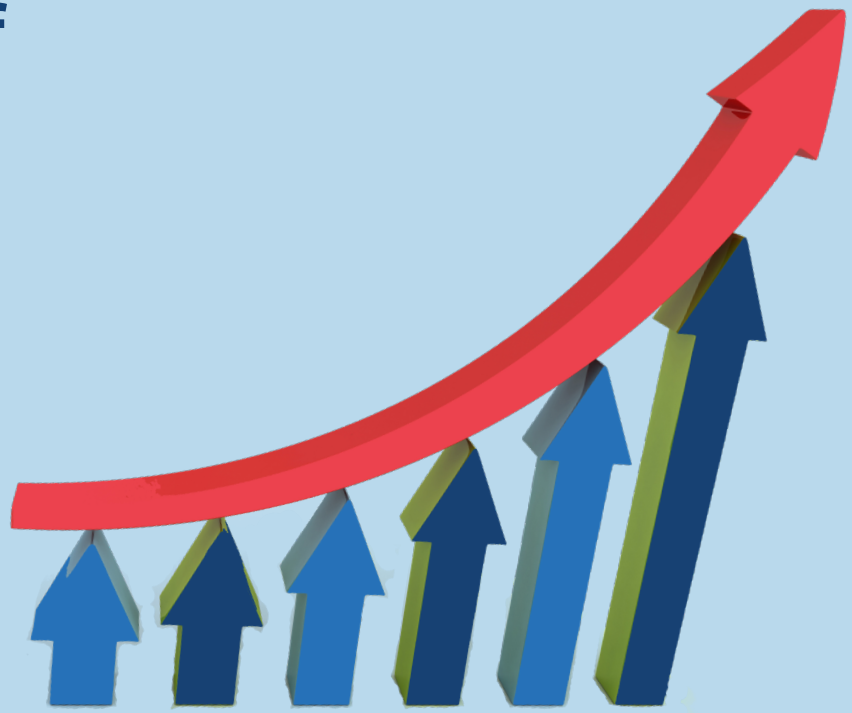
Gauge employer demand for college graduates

- Job projections by industry and occupation
- State administrative data with wage outcomes by program
- Online job postings, <u>especially for BA jobs</u>

Identify skills in demand for college graduates

- O*NET occupational database
- Online job postings, where skills are identified
- Employer input, e.g., through college advisory boards

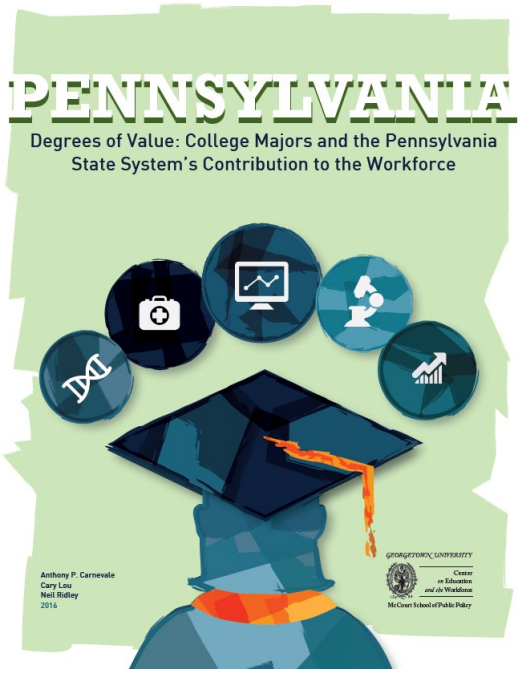
Determine the economic value of credentials

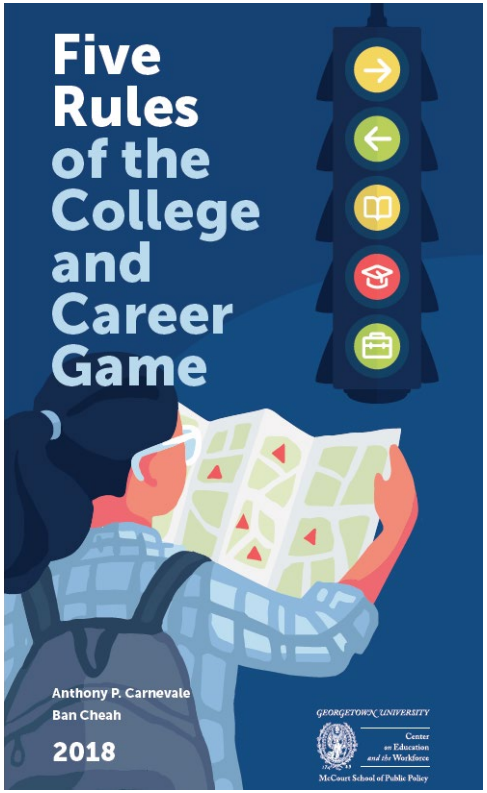


- State administrative data with wage outcomes by program

- Identifying high demand industries and occupations

CEW reports on economic value of majors



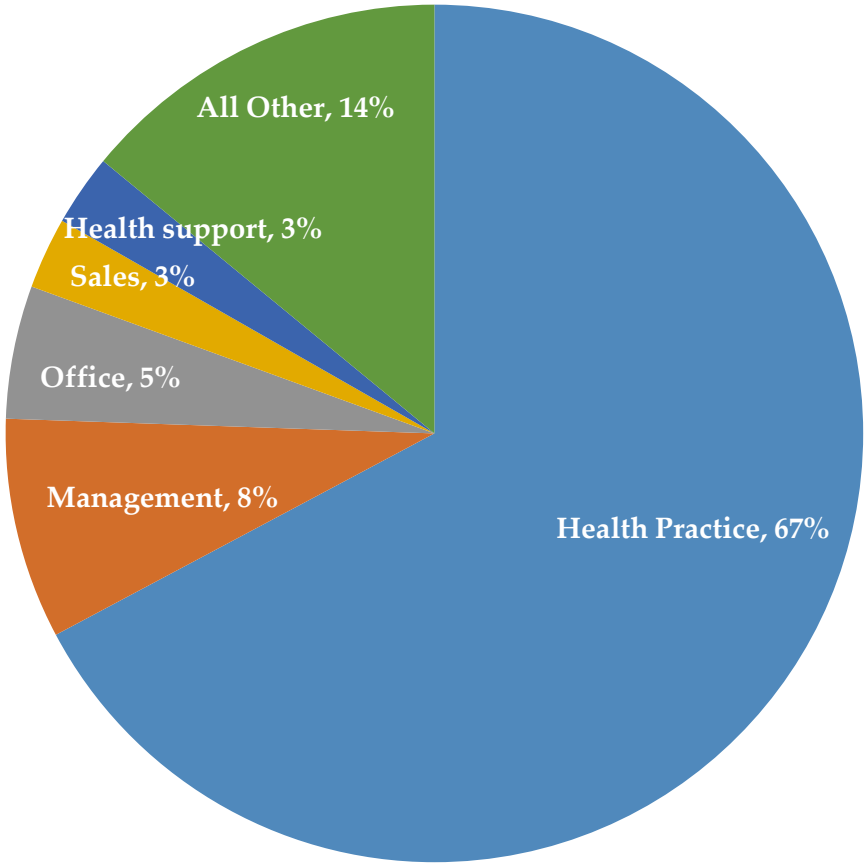


Delineate pathways from college to careers

- American Community Survey data, <u>available for BA holders</u>

- State administrative data, <u>if occupational identifiers available</u>

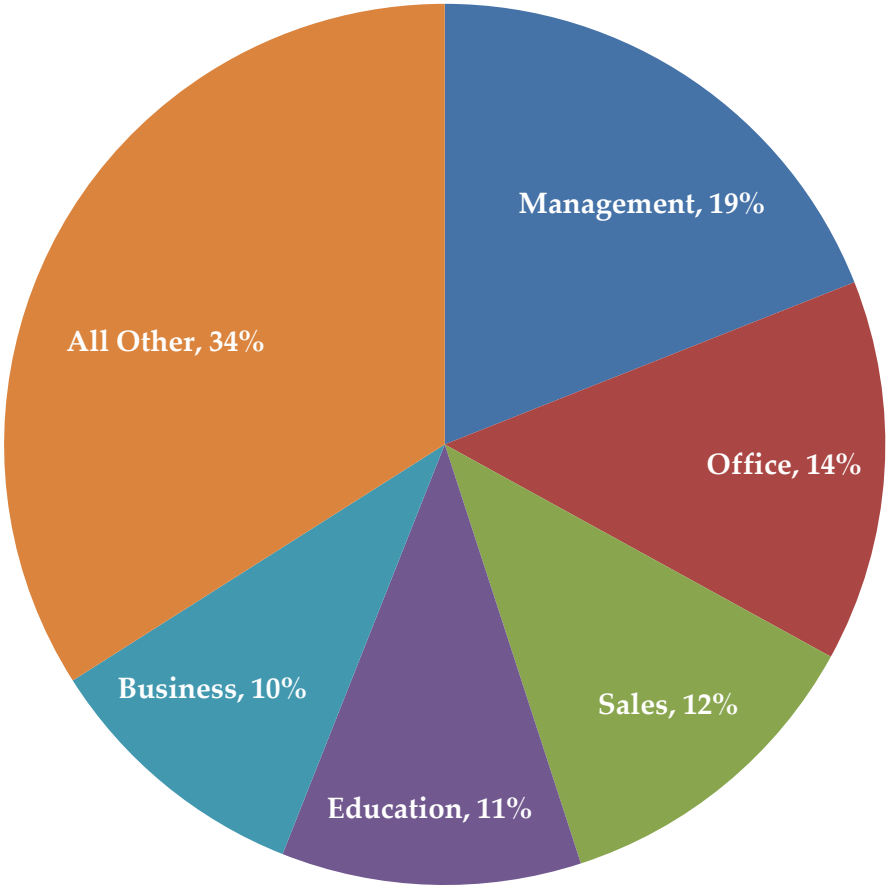
Connecting fields of study to occupations



Health majors (BAs) often end up working in healthcare occupations.

Source: Georgetown University Center analysis of American Community Survey microdata pooled 2009-2016 for bachelor's degree holders working full-time, full-year ages 25-59

Connecting fields of study to occupations, con't



Humanities and liberal arts majors (BAs) end up working in a diverse array of occupations.

Source: Georgetown University Center analysis of American Community Survey microdata pooled 2009-2016 for bachelor's degree holders working full-time, full-year ages 25-59

Top majors for young computer system analysts (in Minnesota)

Engineering (24%)

Social Sciences (17%)

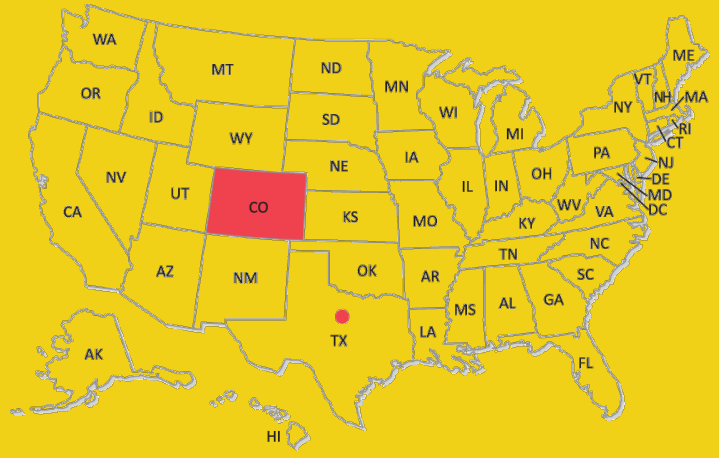
Business (21%)

Computer & Info Sciences (12%)

Source: Minnesota SLDS analysis based on American Community Survey microdata pooled 2012-2016 for bachelor's degree holders ages 25-34.

US Census LEHD
Post-Secondary Employment Outcomes

Earnings data connected to postsecondary transcript records that make **program-level earnings data** available for the very first time across state lines



Discussion questions

- How are you using workforce data to meet your attainment goals?
- What would help you make better use of labor market data?
- Who is driving the discussion of connecting college and career data in your states, and why?

More Information

Visit cew.georgetown.edu/careerpathways

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