



School of Management
and Labor Relations
**EDUCATION AND EMPLOYMENT
RESEARCH CENTER**

Using Labor Market Information to Improve Program and Credential Quality

Michelle Van Noy, Ph.D., Director
Victoria Coty, Research Project Coordinator
Education and Employment Research Center
Rutgers, The State University of New Jersey

League for Innovation in the Community College, Virtual Innovations Conference
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Why Higher Education Labor Market Alignment?

Economic pressures and uncertainties, exacerbated by the pandemic

Higher skill expectations from employers, and changing nature of work

Increased focus on role of community colleges in creating clear pathways to the workforce

Increasing Data Leads to Questions of How

Proliferation of Data Sources

- Federal and state statistical data
- State wage records data
- Surveys and interviews with industry
- Real time jobs data

Evolving Use within Colleges

- Awareness and trust
- Motivations for use

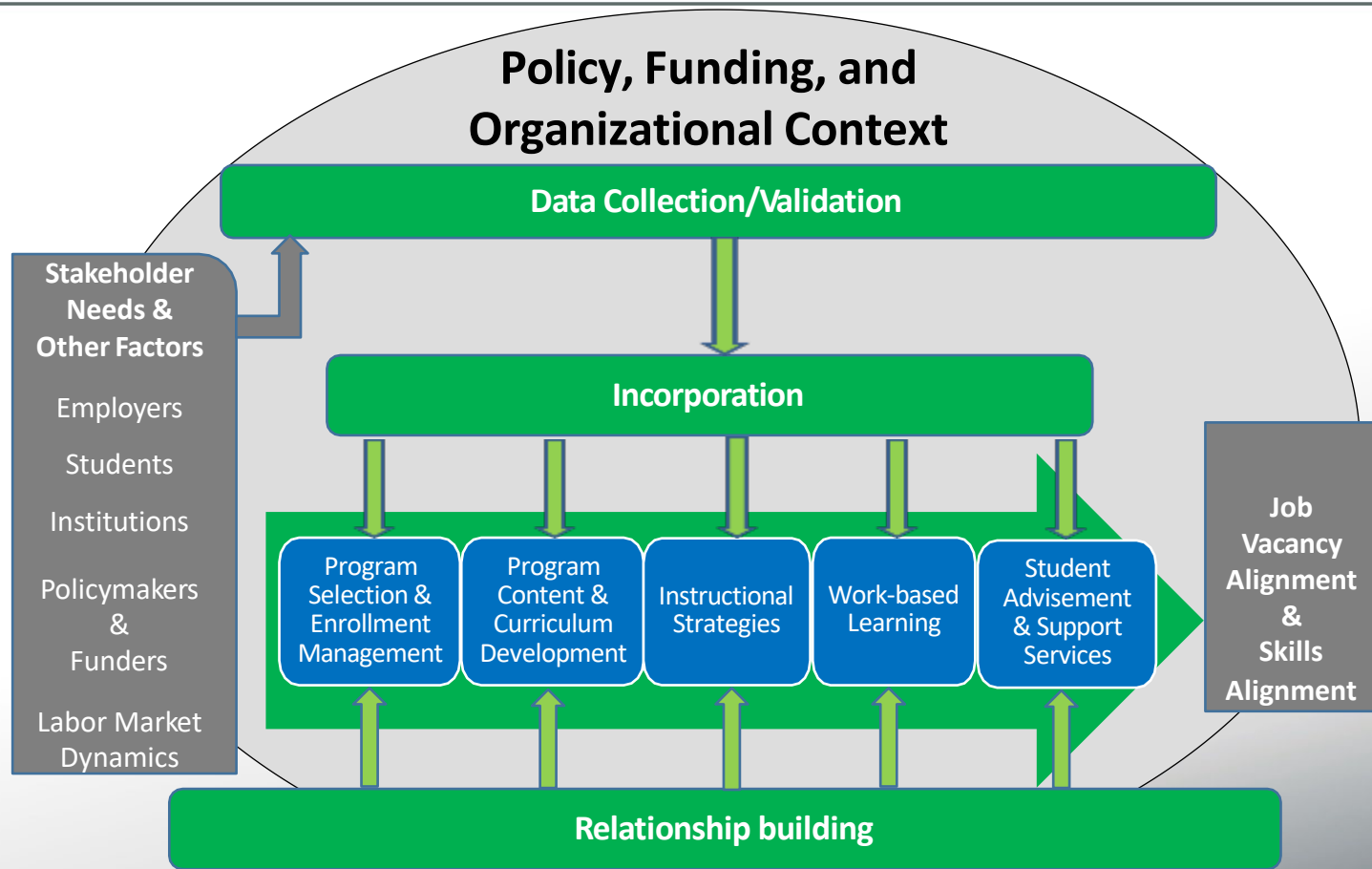
Need for information on “what works” and how to institutionalize use

What is Higher Education Labor Market Alignment?

Activities and outcomes to ensure that higher education institutions graduate the correct numbers of graduates with the necessary skills for the job market in a way that supports students' career goals and is consistent with institutional mission and labor market conditions.

Job Vacancy Alignment
“Getting the numbers right”

Skills Alignment
Ensuring competency



Three Core Activities Promote Alignment

Collecting/validating information on employer and student needs

Incorporating information into program components

Relationship-building alignment activities are also important throughout

Research Project

Funded by Lumina Foundation

Case studies with 10 institutions

- Goal: In depth understanding of how these institutions use labor market data

National Survey of Colleges and Universities – this spring

Fullerton College

Key Structures or Resources that Promote Alignment:

- Orange County Center of Excellence
- CTE Employment Outcomes Survey
- Faculty Data Coaches

Lansing Community College

Key Structures or Resources that Promote Alignment:

- Center for Data Science
- Market Research Analyst
- Data Request Process
- Program Health Assessment

Gateway Community & Technical College

Key Structures or Resources that Promote Alignment:

- 10-Year Analysis of Talent Supply and Demand by Occupation
- Office of Knowledge Management

Dallas College

Key Structures or Resources that Promote Alignment:

- Labor Market Intelligence Center
- Schools of Instruction Analysts

Considerations in LMI Use

Many approaches and uses of data

Need to consider specific needs of programs

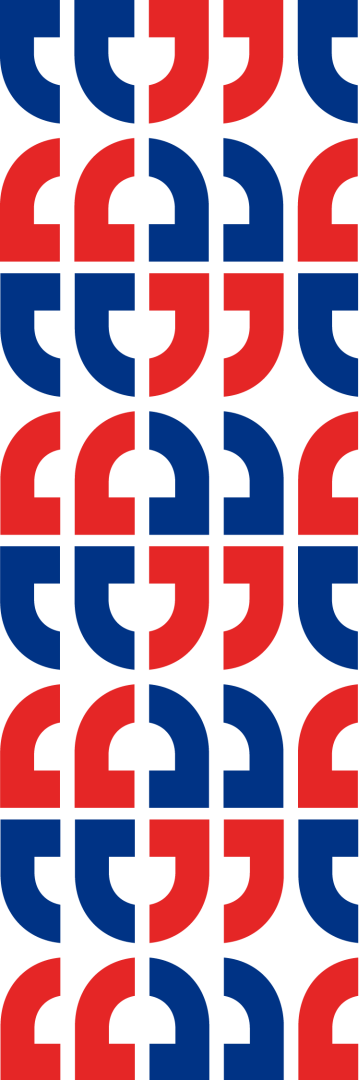
Varying degrees of institutionalization

Stay tuned....

more study findings will be available later in the year.....

For more information, contact:

Michelle Van Noy, Ph.D.
mvannoy@rutgers.edu
<http://smlr.rutgers.edu/eerc>



Labor Market Intelligence Center

Ben Magill

Associate Vice Chancellor
Economic Opportunity
District Office



Labor Market Intelligence Center

Sr. Director: Dr. Tana Hicks

Director, GIS/Data Visualization: Camille Gilchrist

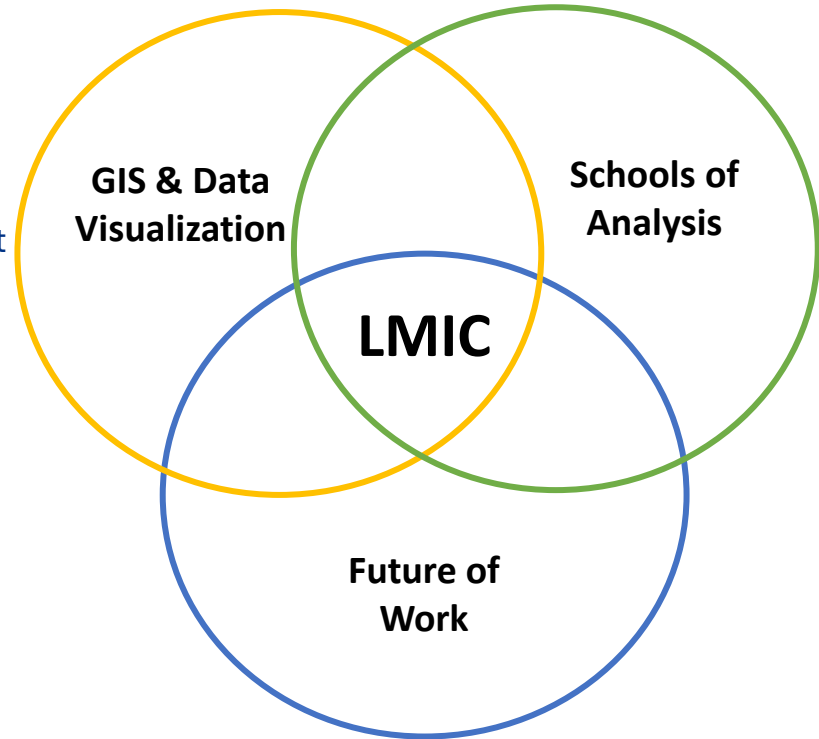
Director, Future of Work: Rogers Oliveira

Director, Schools of: Micaela Herndon

Analyst, GIS/Data Visualization: Kena Nicol

Analyst, Schools of: Janet Oloyede

Economic Analyst, FoW: Khanya Manthata



Dallas College Research Areas and Collaboration Opportunities



Student Success

Strategic Analytics

- Internal data
 - Students
 - Employees
- State Reporting
- Institutional Research Publications



Research Institute

- Student-focused data
- Program alignment exploration
 - Education access
 - Completions
- Published research results



Labor Market Intelligence Center

- Regional workforce data
- Inform Dallas College and external partners of:
 - Trends
 - Gaps/Opportunities
 - Barriers
- Program Recommendations

Workforce & Advancement



External Research Partners

- Community issues
 - Socioeconomic barriers
 - Disconnected workforce
 - Disconnected youth

Other
Research
Institutions





2020–2021 Major Projects

School of Reports



Business, Hospitality, and Global Trade is “Big Business in Big D.”

Led by Vice Provost Dr. Mike Walker

Over 2 million people are employed in BHGT-affiliated jobs in DFW, accounting for over 50% of employment. Many of those jobs—60%—require less than a bachelor's degree.



Forecasted annual growth for BHGT-affiliated occupations is estimated at 1.4%, and jobs such as Fast Food and Counter Workers, Retail Salespersons, Cashiers, and Customer Service Representatives included over 22,500 job postings in the last month, signaling high demand and potential for wage increases.

Top 10 Living-Wage Business, Hospitality, and Global Trade Occupations with the Greatest Projected 3-Year Growth Demand in DFW

These jobs are projected to have the highest growth. However, many employers suggest they will only consider applicants who have attained a bachelor's degree for openings in these occupations.

Occupation	Dallas College Program	Current Number of Jobs	3 Year Demand	Entry-Level Wage	Automation Risk
General and Operations Managers	Management / Business Administration	67,058	3,941	\$26.09	
Project Management Specialists and Business Operations Specialists, All Other	Project Management	38,098	2,335	\$25.96	
Accountants and Auditors	Accounting	37,716	1,996	\$25.63	
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	Sales & Marketing	30,235	1,799	\$15.24	
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Sales & Marketing	37,069	1,577	\$17.51	
Financial Managers	Financial Management	16,874	1,518	\$41.98	

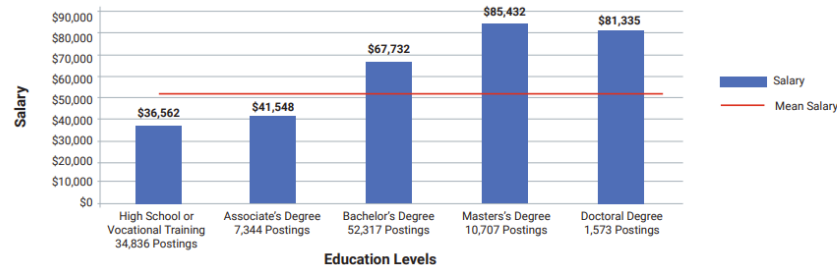


Hospitality-related occupations, or jobs related to accommodation and food services, in the region have a median annual wage of approximately **\$35,800** compared to nearly **\$49,000** for other BHGT-affiliated occupations and **\$42,600** for all occupations in DFW.



Workers in Business, Hospitality, and Global Trade, especially Hospitality-affiliated workers, would likely benefit from upskilling into higher-wage jobs. Common transitions in the DFW workforce demonstrate opportunities for advancement through education and training, creating a career ladder to living wage employment.

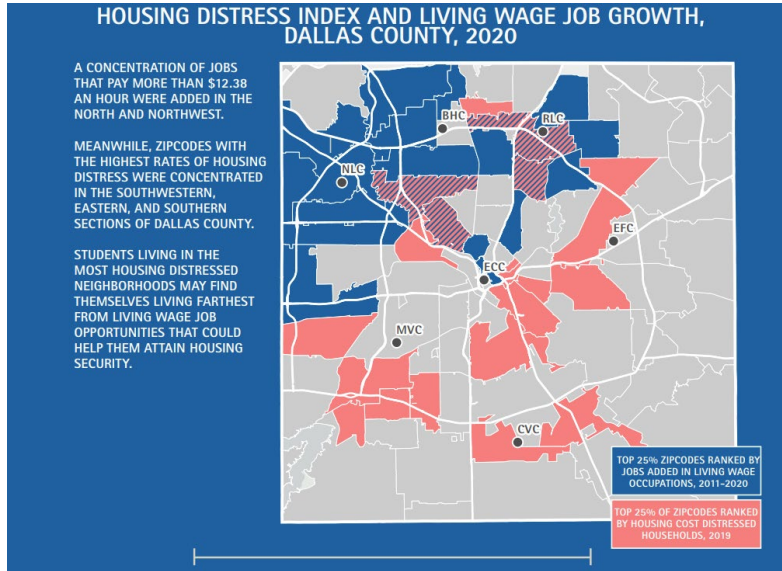
Target Occupations Advertised Salary by Education



2020–2021 Major Projects

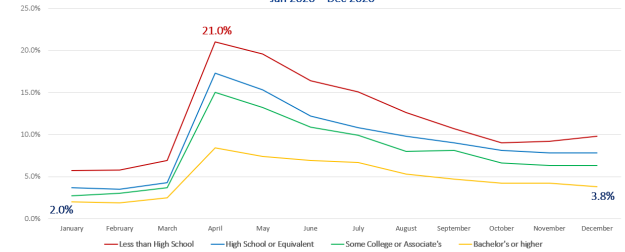


Brookhaven Housing Study

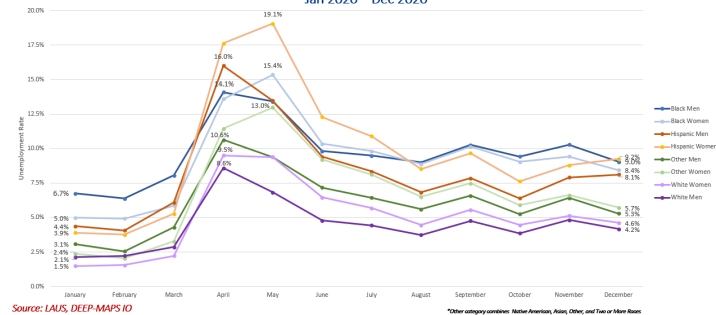


COVID Impacts

U.S. Unemployment by Educational Attainment
Jan 2020 – Dec 2020



Dallas County Unemployment by Race
Jan 2020 – Dec 2020



National Survey of College and Universities

LMIsurvey.com

