How to use labor market data to inform workforce-aligned experiential learning opportunities.

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Today's speakers.

Charles Ansell
VP for Research, Policy and Advocacy
Complete College America

Josh Mitchell
VP of Academic Partnerships
Riipen

Dr. Mara Woody
Director, Strategic Partnerships
Riipen

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Today's agenda.

1   Overview.

2   How labor market data can benefit higher ed.

3   Project-based learning and Riipen walkthrough.

4   Live discussion and Q&A.

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The future of work-based learning * The future of work-based learning *

Our mission:

To eliminate underemployment.

Riipen is the world's leading work-based learning platform connecting higher education institutions with thousands of employers.

We facilitate equitable work-integrated learning experiences that drive better learner engagement and employability outcomes.

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The world's leading work-based learning platform:

242,000+
Learner experiences

680+
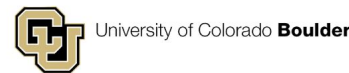Academic partners

10,500+
Educators

**41,000+**
Employers

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About Complete College America.

Complete College America (CCA) builds movements for scaled change and transforms institutions through data-driven policies, student-centered perspectives, and equity-driven practices.

Since its founding in 2009, CCA connects a national network of forward-thinking state and higher education leaders and introduces bold initiatives to help states and institutions confront inequities, close institutional performance gaps, and increase college completion rates, especially for marginalized and historically excluded students.
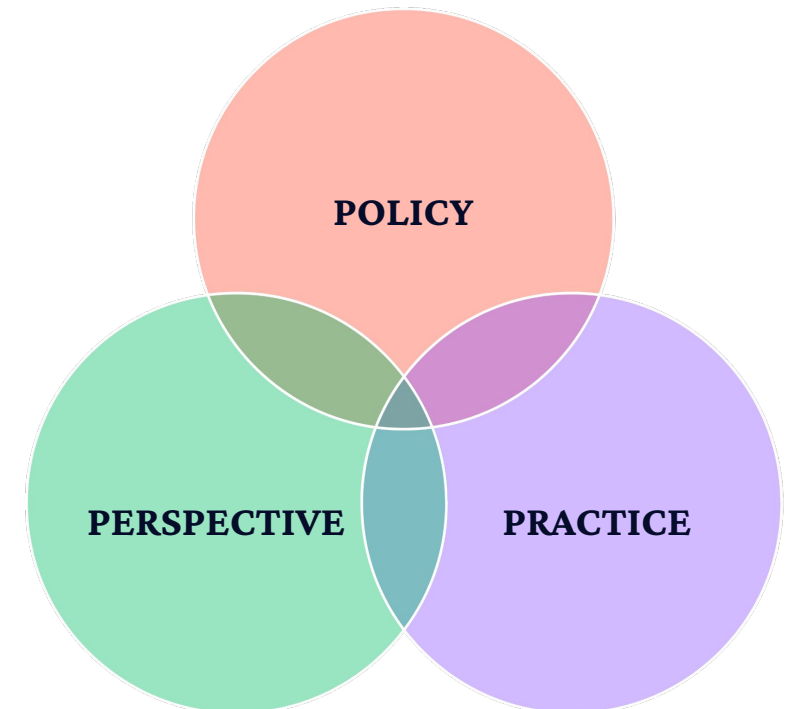
Live poll.

Which data source(s) do you rely on the most for aligning programs with workforce needs?

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The future of work-based learning * The future of work-based learning *

How labor market information can bring benefits across a university.

Lightcast

Strategic planning:

Align courses with market demand by analyzing employer needs, identifying in-demand skills, and refining your program portfolio to boost student success.

Marketing and market insight:

Highlight how your courses meet employer demands and position students for career success to attract future-focused learners.
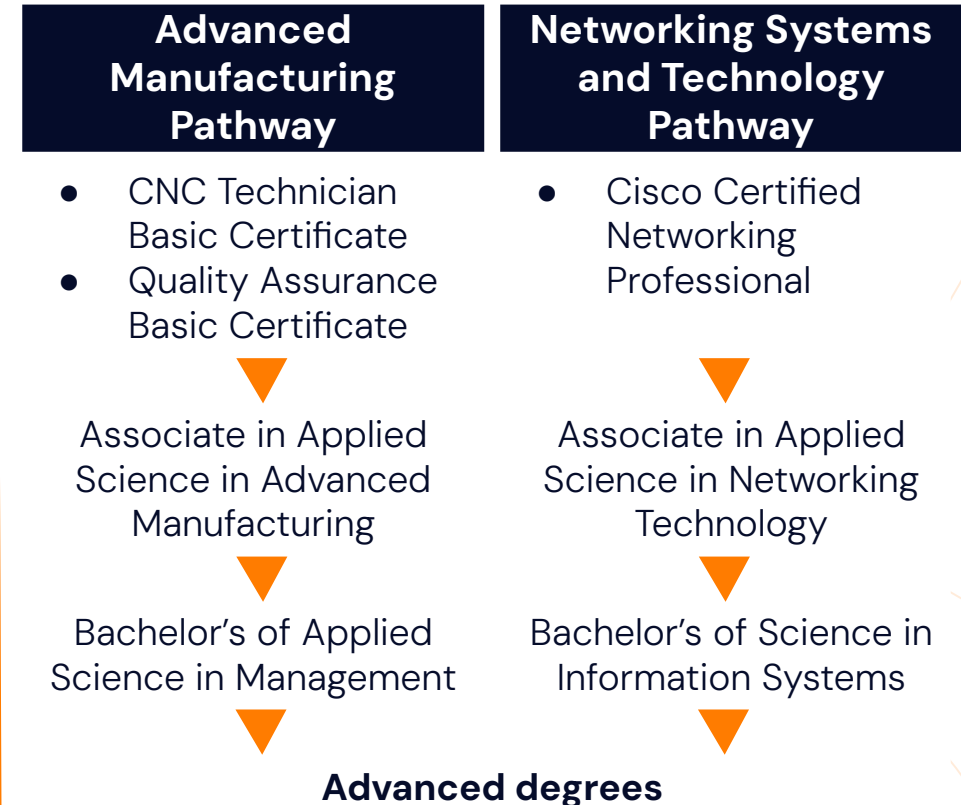
Careers and employability:

Guide students with clear labor market insights, helping them understand employer expectations and position themselves effectively.

There are several pillars to building robust academic programs, and to reviewing them for robustness.

- Start with aligning with labor market demand and educational attainment requirements.
- At the degree-level – associate and above – put primacy on pathways that lead to jobs with living wages.
- Ensure sufficient job openings at least five years in the future to justify program inclusion.
- All credentials should stack into further learning.
- Certificates must not lead to credit loss en route to an associate degree.
- Associate degrees, including in applied sciences, should still foster essential skills development – both for employers and for transfer to baccalaureate.
- Consider opportunities for micro-credentials, badges, and work-based learning.

Incorporate all the above into regular, data-driven academic review processes.

Advanced Manufacturing Pathway	Networking Systems and Technology Pathway
• CNC Technician Basic Certificate • Quality Assurance Basic Certificate	• Cisco Certified Networking Professional
▼	▼
Associate in Applied Science in Advanced Manufacturing	Associate in Applied Science in Networking Technology
▼	▼
Bachelor's of Applied Science in Management	Bachelor's of Science in Information Systems
▼	▼

Advanced degrees

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Getting strong data to meet the needs of academic program introduction, modification, and review.

Key data elements required:
- Industry job projections by quantity.
- Job projections by educational attainment level.
- Job postings/ads data.
- Projected salary/wage information.
- Transfer extension, from two-year to four-year, from four-year to Master's.

Outputs for this stage:
- First draft of stackable pathways, breaking down false dichotomy between transfer and workforce.
- Identification of key employers, transfer partners and other advisors to confirm/modify draft.

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Have a discussion at the meta-major level with employer, transfer, and other partners to confirm and modify draft pathways.

In the room: About 15–20 people.
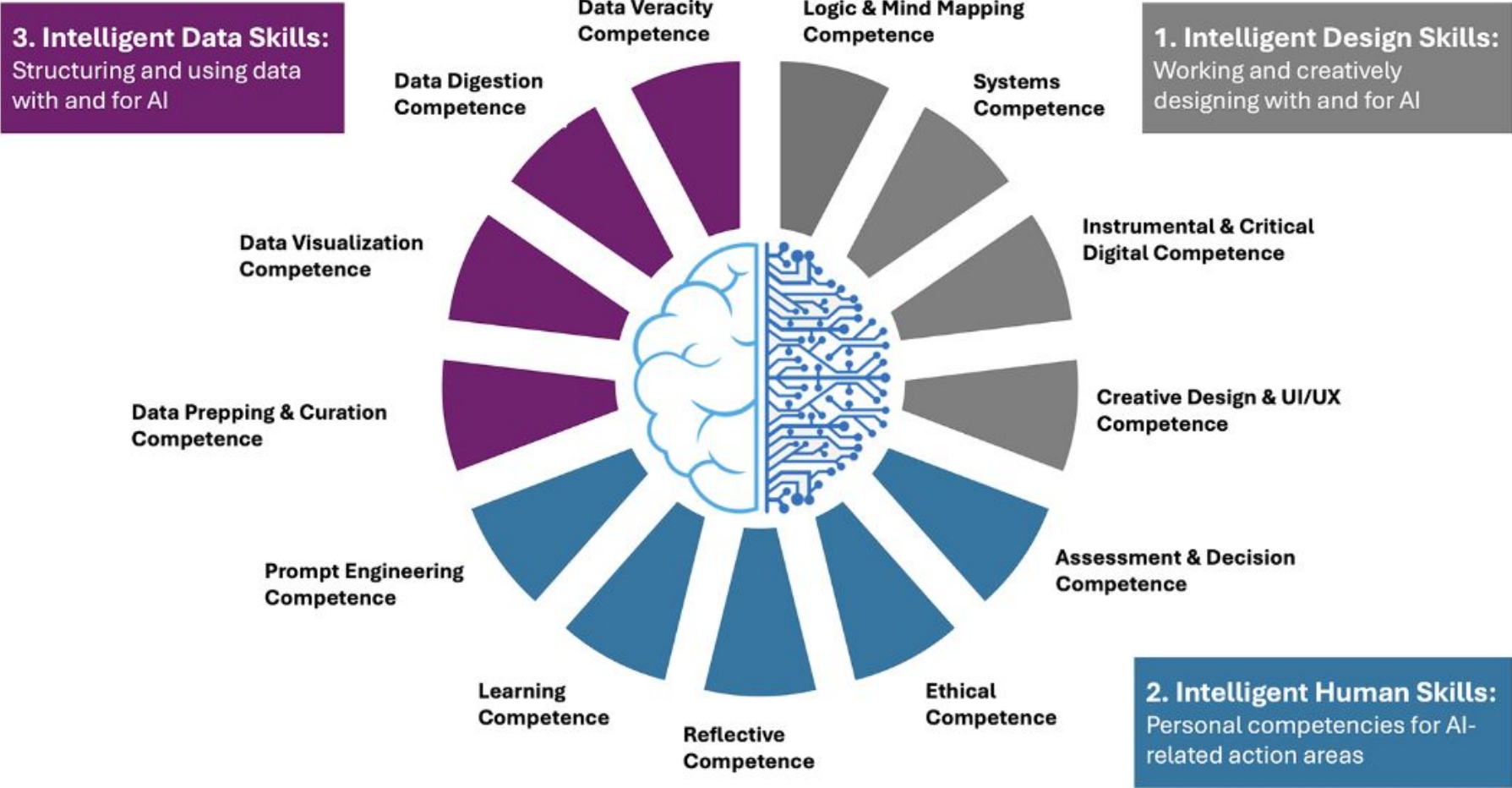**Completed prework:** Draft academic pathways for review.

At the meeting:
- Share – confirm market analysis
- Begin work to match competencies to SLO's.
- Determine if any courses must be created, modified, or sunset.
- Start articulation process with transfer partners in the room.
- Develop timeline to validate full pathways – including 2+2's – and to kick off any other articulations to consider for comprehensive credit uptake: credit for competency and dual enrollment, for example.

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Offering the right programs means nothing if no one enrolls into them.
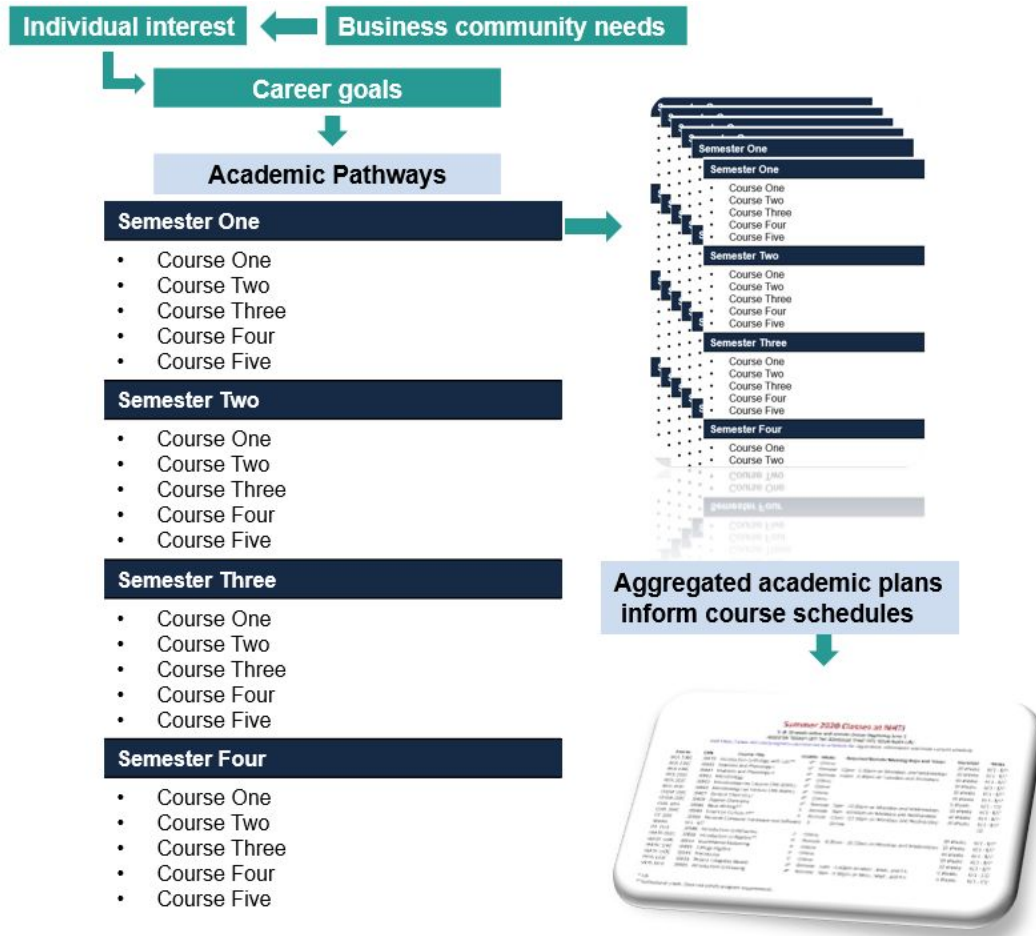
- All advisors must be trained on new programs, a process eased when caseload advising model is segmented by meta major.
- The right math should be slotted for the right programs through a college-wide, cross-discipline Math Pathways initiative.
- Determine which courses can be offered online, or in a hybrid modality.
- A center of excellence model helps with both capital intensity in program supply, and in advising-faculty-employer interrelationship in program demand.
- Iterative analyses of program enrollment and completion trends by race, gender, and Pell status is critical to mitigate gaps in post-completion outcomes.

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AI skills are also cross-discipline in nature, representing new requirements for most academic pathways.

3. Intelligent Data Skills: Structuring and using data with and for AI

Data Veracity Competence

Data Digestion Competence

Data Visualization Competence

Data Prepping & Curation Competence

Logic & Mind Mapping Competence

1. Intelligent Design Skills: Working and creatively designing with and for AI

Systems Competence

Instrumental & Critical Digital Competence

Creative Design & UI/UX Competence

Assessment & Decision Competence

Prompt Engineering Competence

Learning Competence

Reflective Competence

Ethical Competence

2. Intelligent Human Skills: Personal competencies for AI-related action areas

Source: Competencies and Skills Needed for the New AI World – Educause Review

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AI skills are also cross-discipline in nature, representing new requirements for most academic pathways.

Iterate labor market analysis with an AI focus:
- Identify industries and sectors where AI is rapidly growing or expected to grow, attentive to forecasts.
- Map these against specific job postings that equate to existing or needed stackable credentials.
- Analyze job postings for AI-related roles across various educational attainment levels.
- Reach out to AI-focused professional bodies for their input on emerging competencies.
- Review industry reports and forecasts specific to AI adoption and workforce needs.

Confirm sector changes with AI-centric employers:
- Identify key employers in AI-related fields and organize cross-functional focus groups, confirming AI competencies, using common technical and soft skills required across positions.
- Consider which competencies might be suitable for micro-credentials or badges.
- Present draft AI-enhanced pathways and SLOs to employer advisory groups for feedback.

Integrate work-based learning opportunities:
- Collaborate with AI industry partners to create internships, co-ops, or project-based learning experiences.
- Ensure these experiences align with and reinforce the AI competencies and SLOs.

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Live poll.

What is the most valuable outcome you hope to achieve by integrating labor market data into your curriculum planning?

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Benefits for educators & students on Riipen.

Riipen provides the tools for educators to connect with employers at scale and bring authentic experiences to learners in a flexible and collaborative way.

How Riipen works.

Marketplace

- World's largest virtual project-based learning library for industry and academia.

- Guided experience design and creation tools.

- White glove matchmaking between employers and educators (over 90% success rate) to ensure quality.

Project management & collaboration

- Project co-creation tools for educators and industry partners.

- Custom project milestones to ensure engagement deliver successful outcomes.

- Student team management and progress tracking.

- In-app messaging, video chat, and file sharing.

- Reminders and notifications.

Feedback, assessment & reporting

- Employer feedback skills assessment.

- Verified student skills portfolio experiences.

- Powerful reporting tools to track all activities on campus and total number of students receiving project-based experiential learning.

- Grow and manage network of employer engaging with your students.

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Lightcast Open Skills Library integration.

Skills matter to the students you serve—and the employers that hire your graduates. Powered by Lightcast's Open Skills Library, skills tagging is embedded in every Riipen experience.

Align course content with skills.

Improved matchmaking with industry projects.

Support students' career learning.

Lightcast Open Skills Library integration.

Skills highlighted on an experience page.
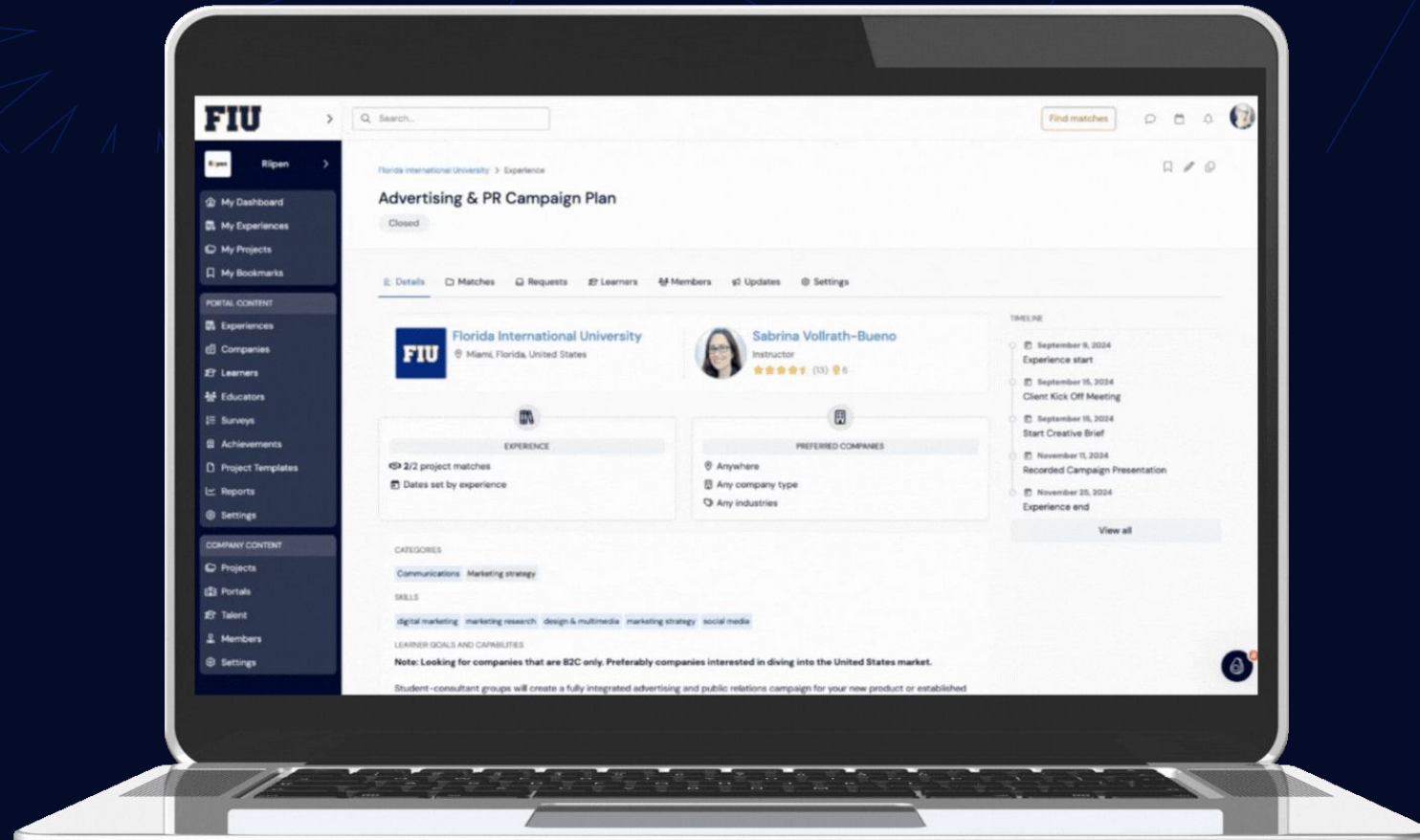
SKILLS

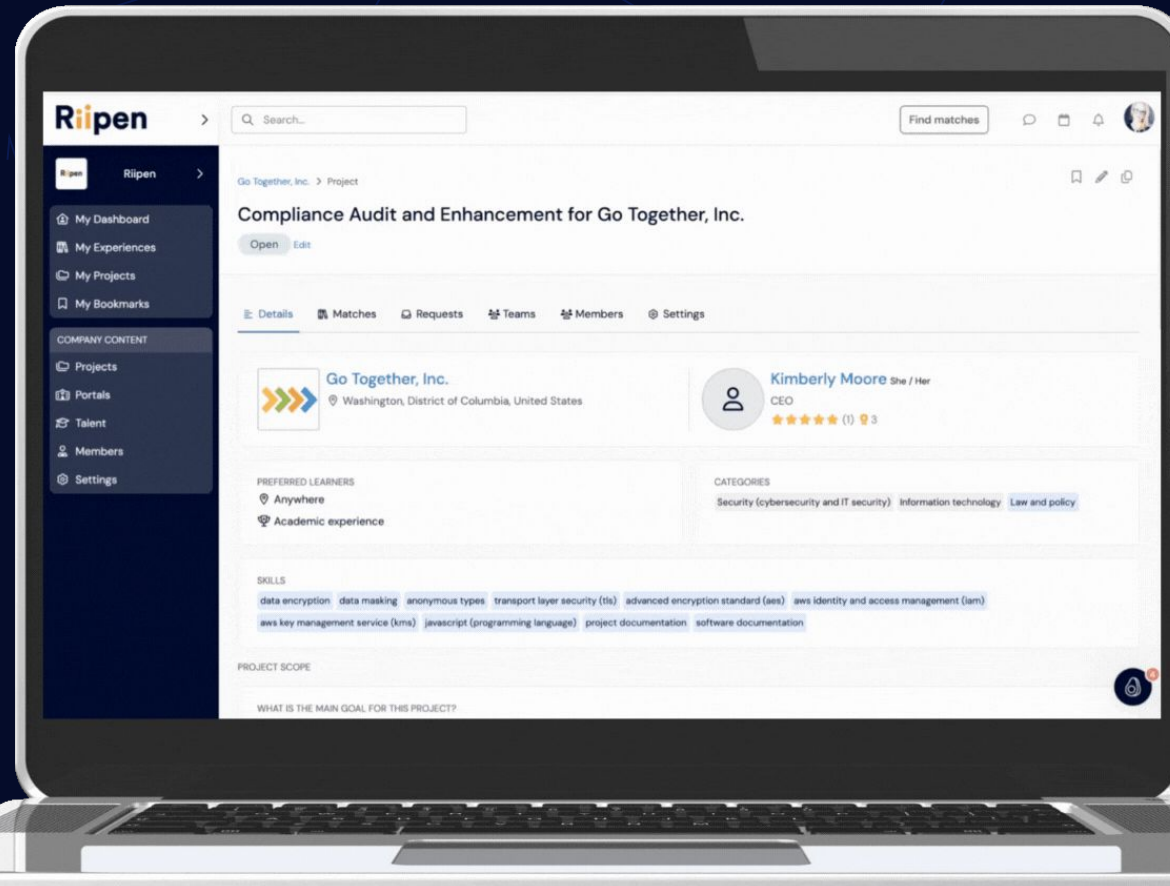digital marketing | marketing research | design & multimedia | marketing strategy | social media

Lightcast Open Skills Library integration.
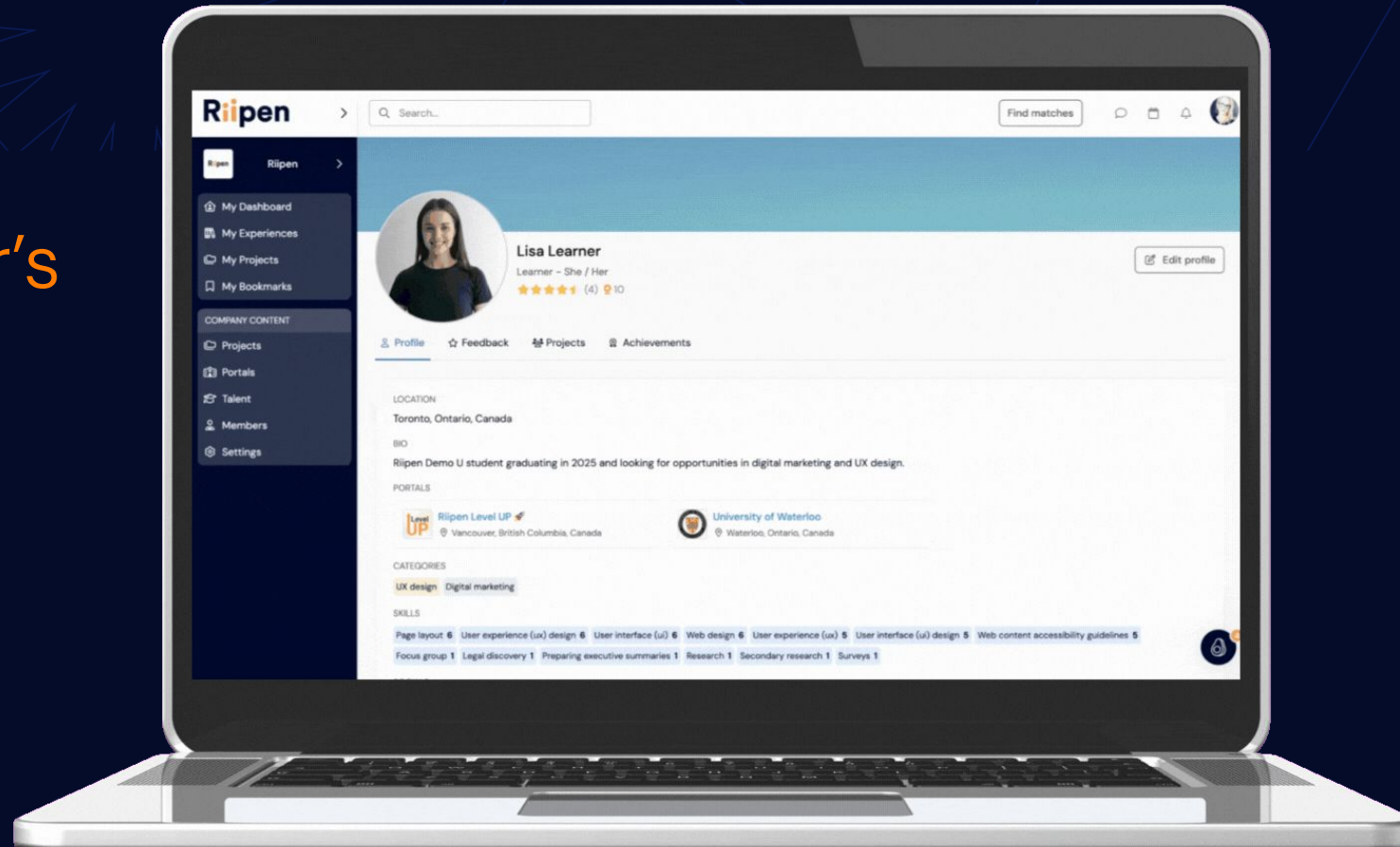
Skills highlighted on a project page.

Lightcast Open Skills Library integration.

Skills & feedback highlighted on a learner's profile.

SKILLS

| Page layout **6** | User experience (ux) design **6** | User interface (ui) **6** | Web design **6** | User experience (ux) **5** | User interface (ui) design **5** | Web content accessibility guidelines **5** |

| Focus group **1** | Legal discovery **1** | Preparing executive summaries **1** | Research **1** | Secondary research **1** | Surveys **1** |

Live discussion

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Ready to learn more about Riipen?

Scan QR code to schedule a chat with us.

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Thank you for joining us today!

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