

Strategic Initiative Project: High Demand Scan



Process

Reviewed secondary data sources

Identified 15 high demand sectors

Rated 15 options on 5-point scales across 3 criteria:

- Size of employment demand by number of jobs, & expected growth in employment
- Perceived shortage of talent supply
- Perceived fit with mission and strategic plan

Created a list of the top 10 sectors rank ordered from 1 (highest rank) to 10 (lowest rank)



Results

1. Data Analytics
2. Cybersecurity
3. Health Information Technology
4. Digital Media and Animation
5. Financial Technologies
6. Addiction Studies / Health Education
7. Social Media / Market Research
8. Sales Management & Professional Sales
9. Meeting, Convention, Event and Project Planning
10. Retail Merchandising and Management



Recommendations

Majors

Health Information Technology

Digital Media and Animation

Addiction Studies / Health Education

Sales Management & Professional Sales

Retail Merchandising and Management

Minors

Data Analytics

Cybersecurity

Financial Technologies

Social Media / Market Research

Meeting, Convention, Event and Project Planning



Next Steps

Validate with Primary Data

March 15, 2017

- Focus Groups
- In-Depth Interviews

Map to Existing Curricula

March 30, 2017

Identify & Recommend New Curricula

May 15, 2017