

## Strategic Initiative Project Work Plan Summary

|                                       |  |                         |  |
|---------------------------------------|--|-------------------------|--|
| <b>Project Name:</b>                  | High Demand Scan   | <b>Academic Year:</b>   | 2018 - 2019 / Version 9.0 (02-26-2019) |
| <b>Strategic Priority:</b>            | Build Brand through Community Engagement and Program Development focused on Career Preparation and Success   | <b>Project Leaders:</b> | Lila Roberts; Jacob Chacko             |
| <b>Team Members:</b>                  | Lila Roberts, Jacob Chacko, Colton Magnant   |                         |  |
| <b>Project Description: (Revised)</b> | Use national, state and regional workforce data to validate current and future workforce and employment needs. Strategically map workforce needs to curriculum through assessment of current programs to identify gaps that can be remediated through curricular revision and development of new program areas (nexus, certificate, baccalaureate, masters, professional doctorate).   |                         |  |
| <b>Success Measure(s): (Revised)</b>  | <ul style="list-style-type: none"> <li>• Increase enrollment and number of graduates in high demand academic programs by at least 3%.</li> <li>• Implementation of new and modification of existing academic programs/majors/minors/concentrations/courses for high demand areas by at least 1 new program or program modification per year (specifically addressing high demand areas).</li> <li>• Annual reporting by Departments/Colleges on corporate partners collaboration to advise and participate in curriculum development related to high demand areas. (This can be facilitated through program/college advisory boards).</li> </ul> |                         |  |

| # | MAJOR TASKS / Action Steps  | Target Date  | Responsibility   | Deliverable(s) / Notes   |
|---|---|--|--|--|
| 1 | <b>DEVELOP AND IMPLEMENT ONGOING SCANNING SYSTEM FOR IDENTIFYING FUTURE WORKFORCE AND EMPLOYMENT NEEDS</b>  |  |  |  |
| a | <p>Job Posting Analytics Project: Develop a system to regularly and systematically crawl the web for job availabilities in specified areas, record requisite skill sets and identify skills most critical for launching a promising career upon graduation in specific majors.</p> <p><i>Note: The USG has selected a tool for collecting and analyzing workforce data collection (JobsEQ). We are exploring potential opportunities for being able to gain access to the data or to use this tool for our project. Art Recesso is the system office contact on this.</i></p> | <p>Refine prototype data collection and scrubbing tool to collect work force needs. Use these data to classify “high demand skills” and “high demand careers.” Working analytics tool and calendar for data collection to be completed by 4<sup>th</sup> quarter FY2019.</p> | <p>Colton Magnant(campus lead), Data Scientist: Zhuojun Magnant (volunteer consultant), other participants as needed</p> | <p><i>A prototype data collection strategy has been developed to harvest information that includes frequency of occurrence of terms that describe current workforce skills from a leading job posting website.</i></p> |

## Strategic Initiative Project Work Plan Summary

| #  | MAJOR TASKS / Action Steps  | Target Date   | Responsibility   | Deliverable(s) / Notes   |
|----|---|---|--|--|
| 2. | <b>MAP EMPLOYMENT NEEDS AND SKILL SETS TO ACADEMIC PROGRAMS</b>                                   |   |  |  |
| a  | Develop degree programs aligned to high demand areas  | Ongoing:<br>Academic Forecast to USG developed and submitted each year in the fall. | Academic Affairs, including faculty, department chairs, deans, provost | <i>New 2018-2019 program proposals include Master of Science in Supply Chain Analytics, Master of Strategic Leadership Development, Bachelor's degree in Early Childhood Education</i> |
| b  | Map workforce and employment needs to curriculum development and maintenance                      | Ongoing   | Academic Affairs, including faculty, department chairs, deans, provost | <i>Career-related learning outcomes for each academic program; career-related materials available on program websites</i>  |
| 3. | <b>IDENTIFY AND INTEGRATE CORE CAREER COMPETENCIES INTO THE CURRICULUM OF ALL ACADEMIC MAJORS</b> | Ongoing—some departments further along than others                                  | Faculty, department chairs, deans                                      | <i>Examples of Current Projects: "Career Spine" in COB, Psychology; Launchpad Academy in CIMS (with MailChimp)</i>   |

## Strategic Initiative Project Work Plan Summary

| #  | MAJOR TASKS / Action Steps  | Target Date                                      | Responsibility                         | Deliverable(s) / Notes  |
|----|---|--|--|---|
| 4. | <b>EXPLORE LINKS BETWEEN FOR-CREDIT PROGRAMS AND NOT-FOR-CREDIT PROGRAMS THROUGH CE TO ENHANCE CAREER READINESS OF STUDENTS AND CORPORATE CONNECTIONS</b>                     |  |  |   |
| a. | Identify potential industry certification programs that can be offered through CaPE that would enhance career readiness and experience for students in various major programs | 3 <sup>rd</sup> -4 <sup>th</sup> quarter FY 2019 | Faculty, department chairs, CaPE staff | <i>Examples might include Six Sigma training, IT industry certifications, SHRM certifications, etc.</i> |