



**Within Our Sights: Toward National Leadership in Higher Education | October 18, 2013  
Enabling Disruptive Technologies to Further Vision Project Goals**

**Department of Higher Education**

**Presenter Contact Information**

*Beth Ashman, Workforce Research Specialist*

Email: [bashman@bhe.mass.edu](mailto:bashman@bhe.mass.edu) | Phone: 617-994-6903

**Campus Project**

**Analytic Tools to Reveal Higher Education / Workforce Alignment**

Higher education brings tremendous returns to economic development because our supply of graduates influence what kinds of start-ups will be born here and what jobs will be filled in Massachusetts rather than elsewhere in the global marketplace. The Vision Project Workforce Alignment Goal is about increasing economic outcomes for our college graduates and higher education playing a role in fueling the innovation economy. Tools like Help Wanted Analytics (HWOL) are beginning to be used by individual institutions as career guidance tools for students and for institutional strategic planning. The Dept of Higher Education has teamed up with the Executive Office of Labor Workforce Development to use real time labor market information to develop a more sophisticated and up to date understanding of the employer DEMAND for college graduates. The employment numbers we commonly see estimate how many payroll positions will be filled with warm bodies. Job numbers do not speak to the jobs that remain unfilled or were filled in the global marketplace. To the extent there are unbridgeable skill supply gaps, this demand would be invisible since those “potential” jobs are not filled in Massachusetts. Our goal is to learn how to combine real time labor market information with other data sources to increase our understanding of the job market college graduates face. During this session you can see how to use HWOL to address questions such as:

1. What IT skills and professional skills are widely in demand in the types of jobs graduating students are seeking?
2. Which employers that are hiring in my region are posting jobs related to physics?
3. Ability to look at jobs that are not defined as separate occupations by the BLS. What skills do “business analysts” need? What kinds of new jobs have been created around health information technology?

**Vision Project Outcome Areas**

- ✓ **Workforce Alignment**

## Research and Data

**Project Duration:** *July 2013 - September 2014*

- There are stark differences in labor market outcomes for different types of college programs even comparing programs of equal duration. The Florida University System is using real time Labor Market analysis to guide investments and increase economic outcomes for community college degree and non-degree students.
- The increasing percent of college graduates mal-employed in jobs that do not require a college degree is causing higher education systems to look at their portfolio of programs to understand how they align with labor market opportunities.
- Because college labor market jobs, particularly STEM jobs, are increasingly filled in the global rather than local marketplace, we need to look at alignment with employer skill demands that remain unfilled in Massachusetts and also those that cannot be measured in Massachusetts vacancies because they are filled elsewhere.
- Massachusetts greatest misalignment between SUPPLY in and DEMAND is in computer science and information technology professions. This gap can be addressed by expanding computer science and information technology programs AND by giving students across the curriculum more sophisticated opportunities to use IT tools and understand how IT tools are opening up possibilities in their chosen discipline.