

LEARNING AND EARNING EXCHANGE

FIVE WAYS TO CONNECT COLLEGE AND CAREERS



EDUCATION PROJECTIONS, BUSINESS EXPANSION, AND WORKFORCE QUALITY

Purpose of tools
Attract new employers and retain existing ones with data demonstrating that the state postsecondary education and training systems can provide workers with needed skills

Data to be integrated
Projections of educational demand in the workforce, proprietary analytical information, and college administrative data can be linked with state wage records into the process of retaining and attracting employers and industries to the state

Audience
Economic development agencies, workforce boards, and employers



PROGRAM ALIGNMENT WITH LABOR MARKET DEMAND

Purpose of tools
Make postsecondary program-related decisions that address labor market needs and demonstrate return on investment to state leaders

Data to be integrated
Occupation- and industry-specific employment and earnings data can be linked with student enrollment data to aid program design, planning, and review

Audience
College and system administrators, deans, and faculty



CURRICULUM ALIGNMENT WITH WORKFORCE REQUIREMENTS

Purpose of tools
Create curricula aligned with the applied skills and abilities that learners will need to succeed in their careers

Data to be integrated
Occupational data and employer/industry expert feedback can be combined with the process of developing competencies and learning outcomes for postsecondary education and training programs

Audience
Faculty, curriculum developers, and administrators



COUNSELING AND CAREER PATHWAYS

Purpose of tools
Support students as they make their educational and career decisions, and identify the learners who need additional support

Data to be integrated
Occupational and labor market data, employment projections, wages, and student skill, value, and interest assessment data can all be added to the student career counseling process to inform college major and career selection

Audience
College advisors and middle school and high school counselors



JOB PLACEMENT AND SKILLS GAP ANALYSIS

Purpose of tools
Help workers determine if and how the knowledge, skills, abilities, interests, and work values they possess are transferable to new jobs, as well as identify skills gaps, and connect them to postsecondary education and training options

Data to be integrated
Data on competencies, resumes, online job ads, and occupational demand can be used to connect job seekers to jobs and postsecondary education and training programs

Audience
Job seekers, training providers, and employment agencies

IN A FULLY REALIZED **LEARNING AND EARNING EXCHANGE:**



Learners
will better understand how their choices of postsecondary programs can prepare them for fulfilling lives and careers



Colleges
will refresh and strengthen programs to improve student outcomes



Employers
will be able more precisely to identify and hire talented workers



Policymakers
will effectively and efficiently allocate resources to build strong economies

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