

Program Demand Gap Analysis

Keep Up With the Dynamic Needs of Your Service Region

When college and university programs are aligned with employer needs, students will be attracted to—and engaged in—those programs at a deeper level, and find greater success in the job market.

The Program Demand Gap Analysis provides colleges and university with a robust starting point for their program alignment initiatives. In short, the study:

Provides ...

- Regional economy overview, including key industries and educational attainment

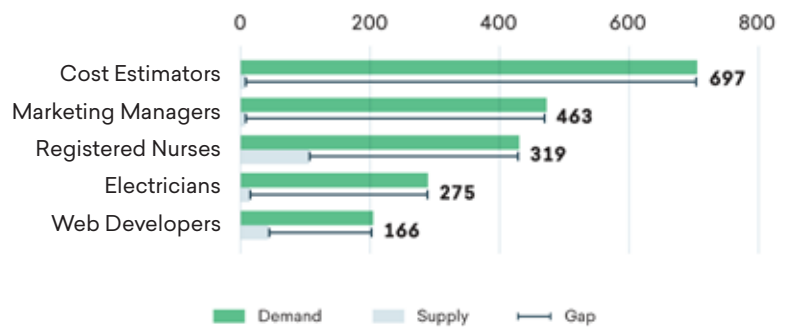
Identifies ...

- New program opportunities
- Growth opportunities
- At-risk programs

Compares ...

- Supply of graduates
- Number of job openings

Visualizing Training Gaps



The Trailhead for Program Alignment

The findings of the Program Demand Gap Analysis are designed to inform your next steps in the program alignment process.

↑ HIGH DEMAND ↓ LOW SUPPLY

How do we start or scale programs?

↑ HIGH DEMAND ↑ HIGH SUPPLY

What opportunities exist to do even more?

↓ LOW DEMAND ↓ LOW SUPPLY

How should we invest going forward?

↓ LOW DEMAND ↑ HIGH SUPPLY

Where are graduates working?

Next Steps

We offer additional consulting services to help answer any of the following questions in your program alignment process:

- How should we go about starting a new program?
- What should we do to expand an existing program?
- Should we discontinue this program and reinvest elsewhere?
- Where are graduates of this program working?

AVAILABLE SERVICE INCLUDE :

Employer Demand Analysis

Assessment of labor market demand for graduates of programs that you are interested in expanding

Alumni Careers & Pathways

Insights into the industries, companies, and occupations where your graduates find employment

Competitive Landscape Analysis

Overview of peer institutions, the programs, they offer, the number of completions they have, and their graduate's alumni profile

Marketable Skills Report

Analysis of the in-demand skills that employers are looking for and what skills successfully employed graduates possess

“[Lightcast] has helped lift a horizon line for strategic and program planning.”

Brian Miller ,

DIRECTOR OF PLANNING & ANALYSIS, PITT COMMUNITY COLLEGE

