

# 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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