


# Mining MiniTrends, Improving Higher Ed Employability Outcomes

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Presented at the MiniTrends 2012  
Omni Austin Downtown • Austin • Texas  
October 18, 2012

## Class of 2012

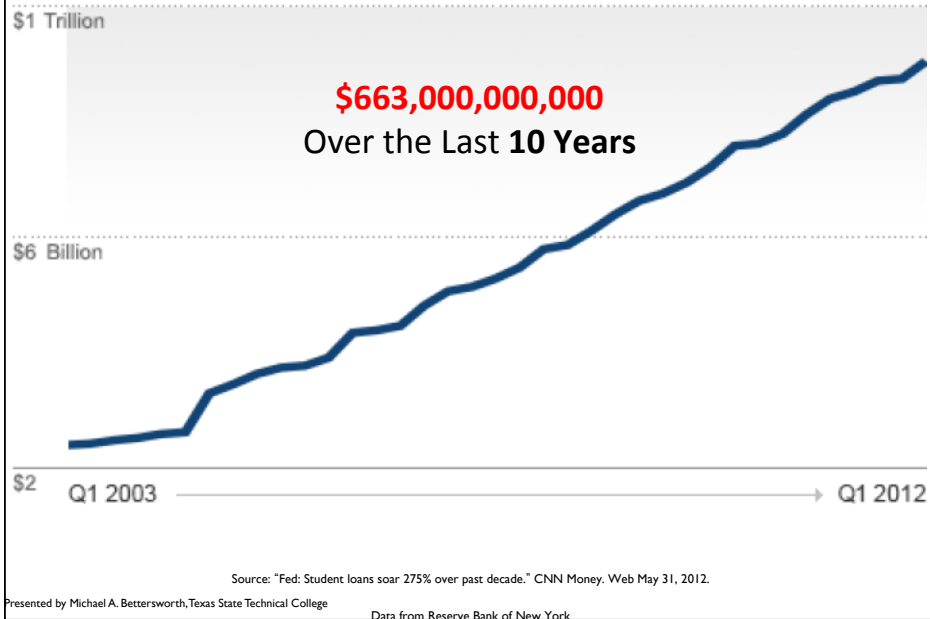


54% of 4-Yr Grads Jobless/Underemployed  
10-Year Low Median Wages  
\$28,700 Average Student Loan Debt

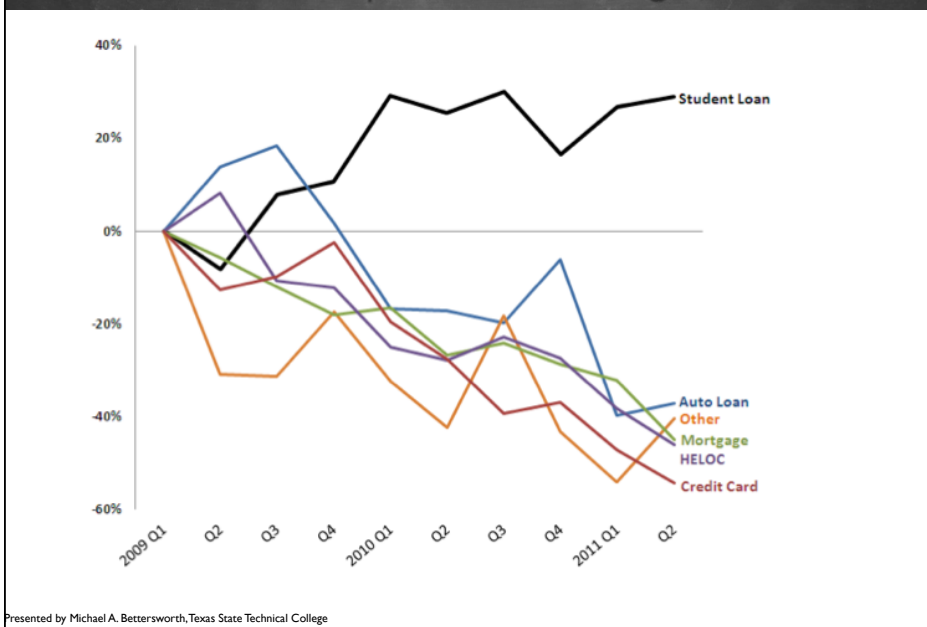
Sources: Yen, H. "Half of new grads are jobless or underemployed." MSNBC, April 24, 2012; Clark, K. "Help free your grad from debt." CNN Money, May 23, 2012; Shierholz, Sabadish, and Wething. "The Class of 2012: Labor market for young graduates remains grim." Economic Policy Institute, May 3, 2012.

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## May 8, 2012: Student Loan Debt Reaches \$1 Trillion



## Student Loan Delinquencies Increasing



## You Can Run, But You Can't Hide

The Government Can:

- Garnish up to 15% of take-home pay.
- Intercept income tax refunds and lottery winnings.
- Offset 15% of Social Security benefit payments.
- Place liens on back accounts and property.
- Charge collection fees up to 30% of balance.
- Revoke state-issued licenses.
- No statute of limitations.

## No Really...

~72,000 federal student loan borrowers filed for bankruptcy in 2008. Only 29 (.04%) succeeded in obtaining a full or partial discharge of their loans.



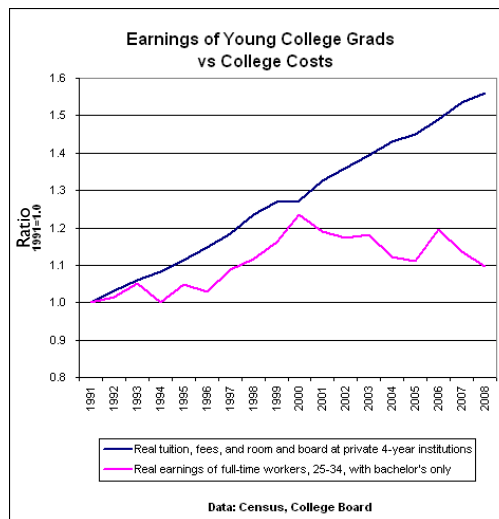
## The Chronicle of Higher Education

“There is a growing sense among the public that higher education might be **overpriced** and **under-delivering**.”

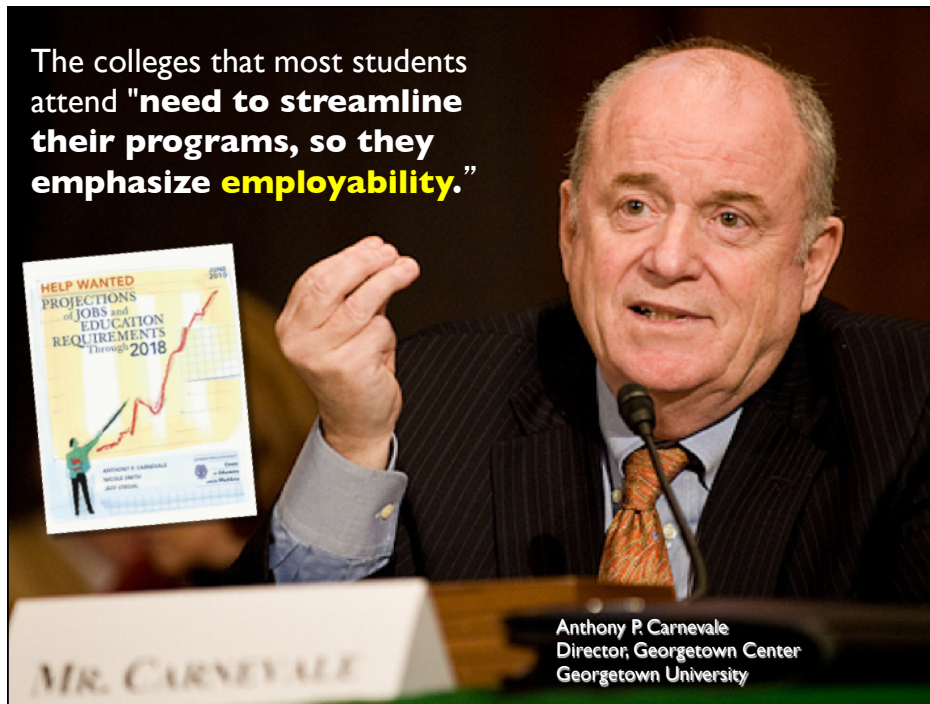
Source: Cronin, Joseph & Horton, Howard. Will higher education be the next bubble to burst? The Chronicle of Higher Education. May 22, 2009.

## The Higher Ed Bubble

Since 2000, in real terms college costs are now up by 23%  
Since 2000, in real terms real pay for college graduates is down by 11%



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Emerging and Evolving Skills Research

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**Mobile Application Development**

The market for mobile software applications is exploding due to the rapid rise of smartphones. These new products create an acute demand for development talent but there are few opportunities for learners to develop these new competencies. This forecast offers several opportunities for expanding training opportunities in mobile app development.

**Mobile Application Development**

by Eliza Evans and Michael Bettersworth  
Aug 22, 2011 No Comments

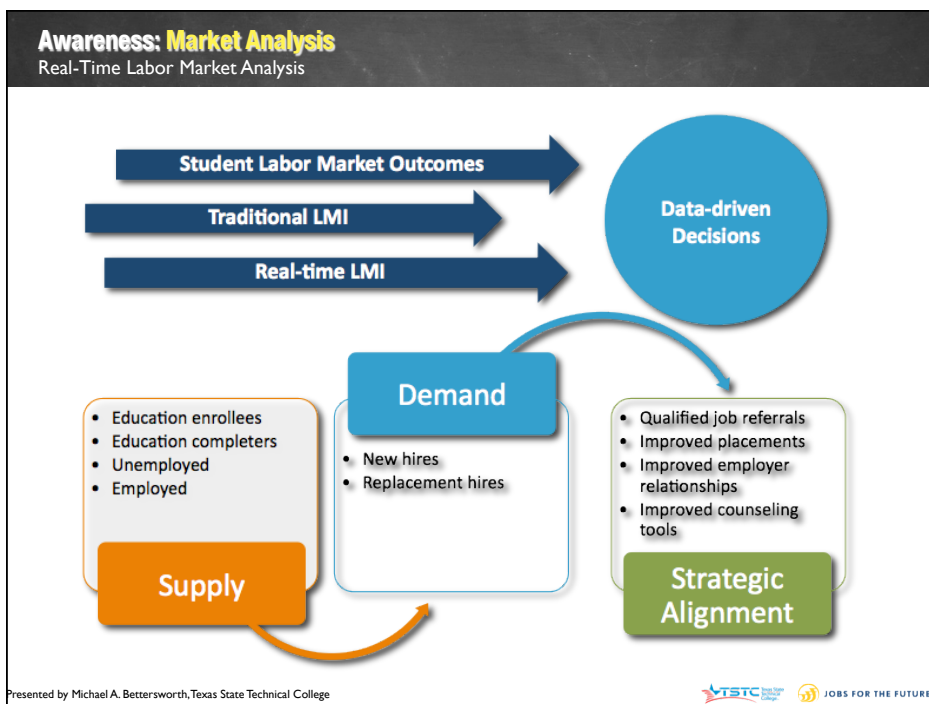
The market for mobile software applications is

**TSTC FORECASTING TECH BRIEF**  
UNMANNED AIRCRAFT SYSTEMS  
SEPTEMBER 2012

UNMANNED AIRCRAFT SYSTEMS

Unmanned aircraft systems (UAS) have revolutionized the way we think about flight. They have been used for everything from military operations to law enforcement. The UAS market is growing rapidly, and it is expected to reach \$1.7 billion by 2015. This growth is driven by a number of factors, including the increasing demand for surveillance and reconnaissance, the need for more efficient and cost-effective ways to deliver goods and services, and the growing interest in using UAS for a variety of other applications. The UAS market is also being driven by the increasing availability of UAS technology, which is making it easier for a wider range of users to enter the market. As the UAS market continues to grow, it is expected to create a significant number of new jobs in the field of UAS technology.

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**Awareness: Market Analysis**  
Example: Real-Time Labor Market Analysis

**WANTED Analytics**

Michael Bettersworth | Settings | Hiring Demand Dashboard | Supply/Demand Ratios | Help | Logout

**NEW SEARCH** | SUMMARY | TALENT REQ | TALENT SOURCING | EMPLOYERS | JOBS | COUNTS

**What?**

Please enter a keyword

Title/Keyword [\*]

**Where?**

Please enter a location

State/MSA/County/City[\*]

Search

Show advanced options

**Saved Searches**

Fracking Companies  
TALENT REQ 2013-09-09 14:02:08

Shale Search  
COUNTS 2013-09-08 17:40:11

**Search History**

hmi5 in Texas  
JOBS 2013-05-30 17:28:22

hmi5 in Texas  
COUNTS 2013-05-30 17:28:11

hmi5 in Texas  
SUMMARY 2013-05-30 17:28:04

hmi5 in United States  
SUMMARY 2013-05-30 17:28:52

hmi5 in Texas  
SUMMARY 2013-05-30 17:27:08

hmi5 in Texas  
SUMMARY 2013-05-30 17:26:45

All results in United States  
JOBS 2013-05-30 17:26:29

All results in United States  
SUMMARY 2013-05-30 17:26:25

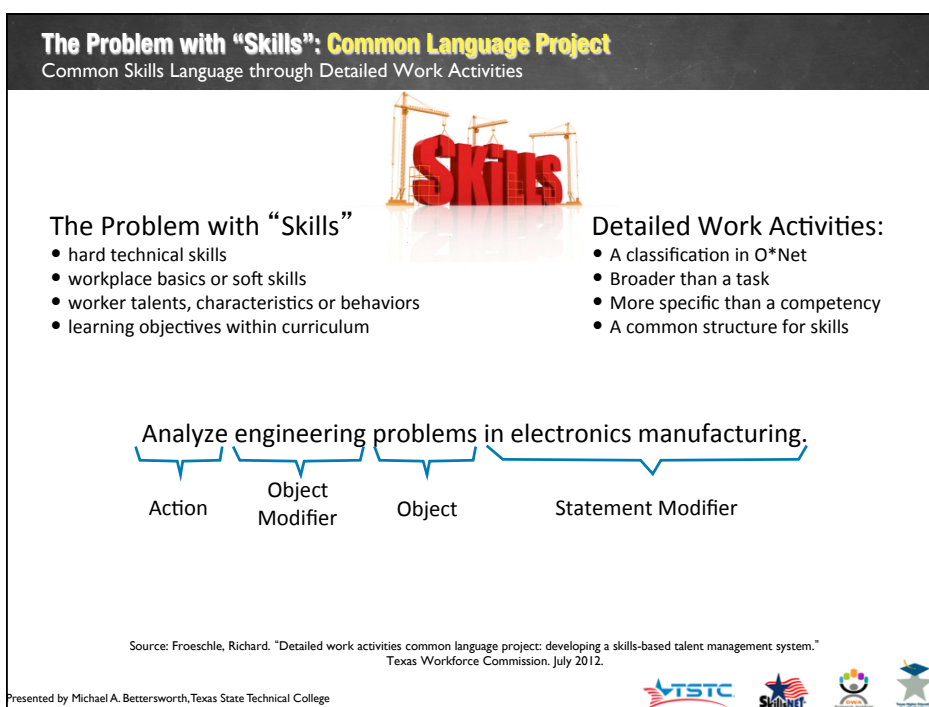
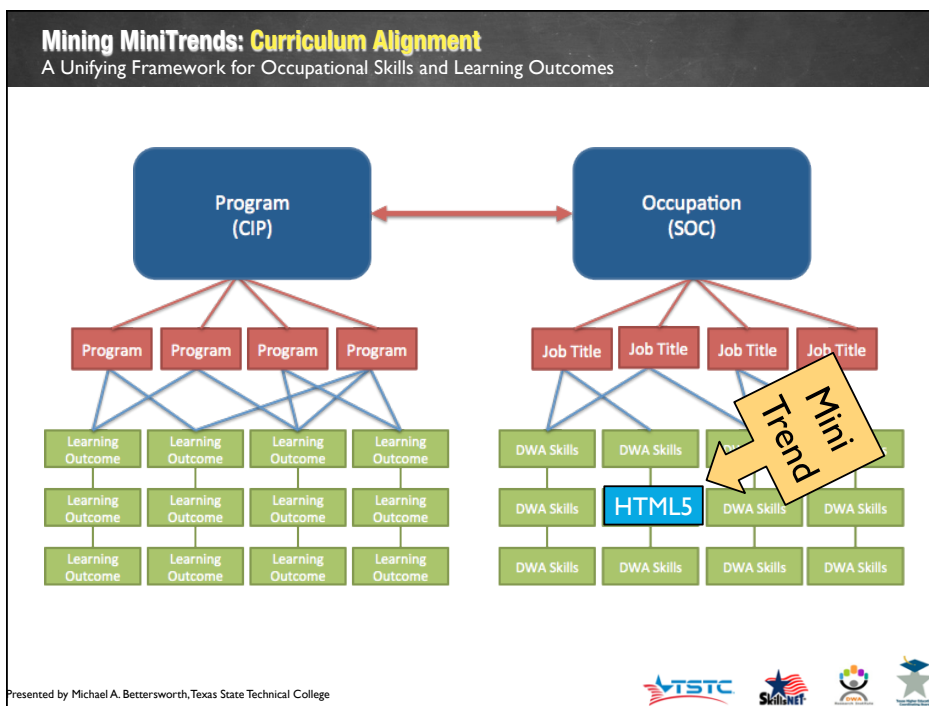
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COUNTS 2013-05-30 17:26:03

hmi5 in Texas  
COUNTS 2013-05-30 17:25:58

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## The Problem with "Skills": Common Language Project

Common Skills Language through Detailed Work Activities

**SkillsPass**  
Career Skills Passport

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Welcome to your SkillsPass™ Dashboard

Our Assessment Summary report is a smart tool that will enable you to:

- Gain increased visibility into the relationships between your assessment scores and the organizational job requirements.
- Understand which work activities met, exceeded, and/or did not meet the requirements.
- Access comparative analysis data, providing better insight into your rating scores compared to total applicant response.
- Receive job search suggestions based upon high scoring work activities that are transferable to other career opportunities.
- Improve your readiness for the next opportunity!

Select one of the following options to begin exploring your very own SkillsPass™

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Go to [www.skillspass.org](http://www.skillspass.org)

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Logos: VTSTC, SkillsNET, DWA Research Institute, Texas Higher Education Coordinating Board, Texas Workforce Commission, Texas State Technical College

## Pilot: DWA-Based Curriculum Alignment

Perkins Leadership Grant Year I

**Purpose:** Extend the use of DWAs for updating program and course curriculum.

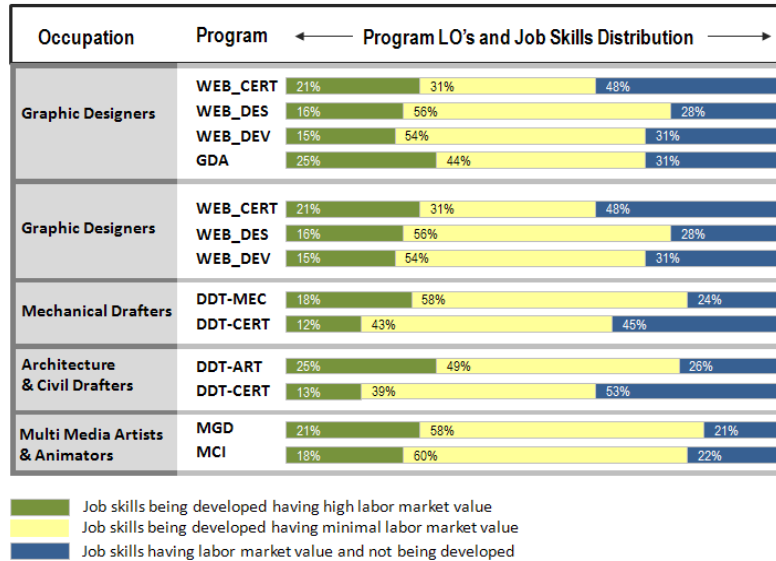
**Approach:** Align learning outcomes with employer skill requirements through DWA-based frameworks (processes, models, tools).

**Outcomes:** New DWA-based approaches to curriculum alignment including online industry advisory input, automated curriculum gap analysis, and ...

Logos: Texas Higher Education Coordinating Board, Texas Workforce Commission, DWA Research Institute, SkillsNET, VTSTC

### Pilot: Baseline Learning Outcome and Job Skills Alignment

DWA-Based Gap Analysis



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### Pilot: Post Alignment Analysis

Resulting Curriculum Alignment After Updates

TSTC Web Developer Degree Program JobReady Labor Market Value Index Analysis Version 2.0 - May 10, 2012						
Occupation	Advisory Board Members	LO-DWA Alignments				
		DWAs Selected	LO-DWA Match	% to Selected	LO- DWA	% to Selected
Web Developer	Advisory Board Consolidated	195	146	75%	49	25%
	Pendergraft	116	82	72%	34	29%
	Knue	166	122	74%	44	26%
	Virtual This	53	45	85%	8	15%
	Thanatas	54	41	76%	13	24%
	Yellow Web	108	89	82%	19	18%

Click numbers to view DWA Skill Statements

DWAs Selected: DWAs selected from Web Developer DWA list  
 LO-DWA Match: DWAs selected by employer and match program learning outcomes  
 LO-DWA Gap: DWAs selected by employer and not mapped to program learning outcomes.

**Pilot: Resulting Program Management Actions**

Instructional Program Changes

**UPDATES** Curriculum Updated to Employer Demand**REVISION** Graphic Design & Print Technology to Visual Communication and Design**REVISION** Media Communication & Information changed to Instructional Design Technology**SUNSET** Motion Graphic Design AAS**CREATED** Motion Graphics Advanced Skills Certificate**CONSOLIDATION** Web Design & Development from 3 awards into 1 award**What's Measured**

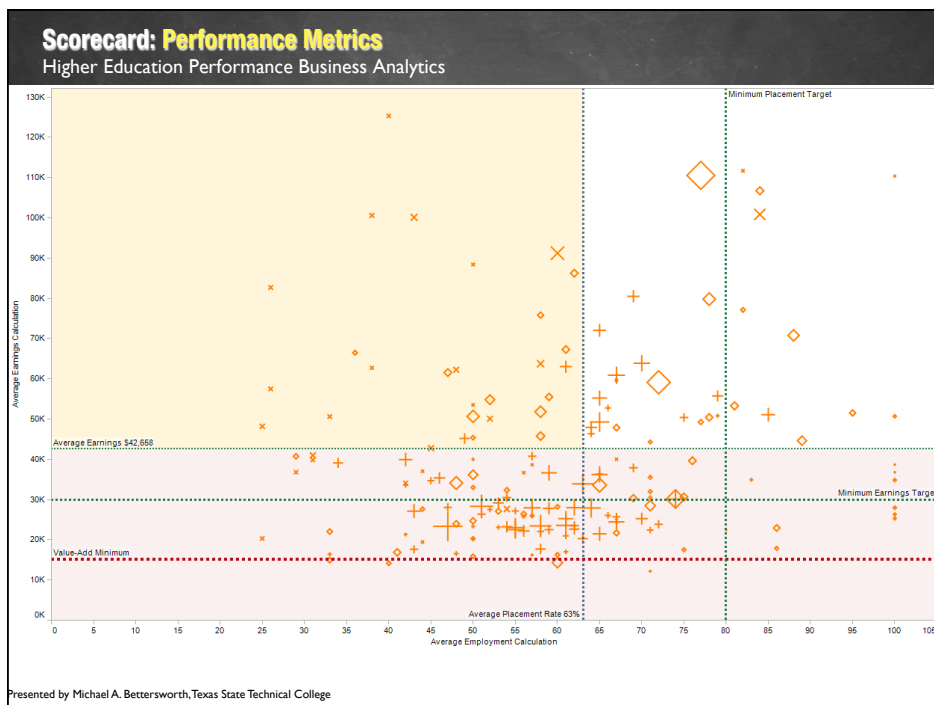
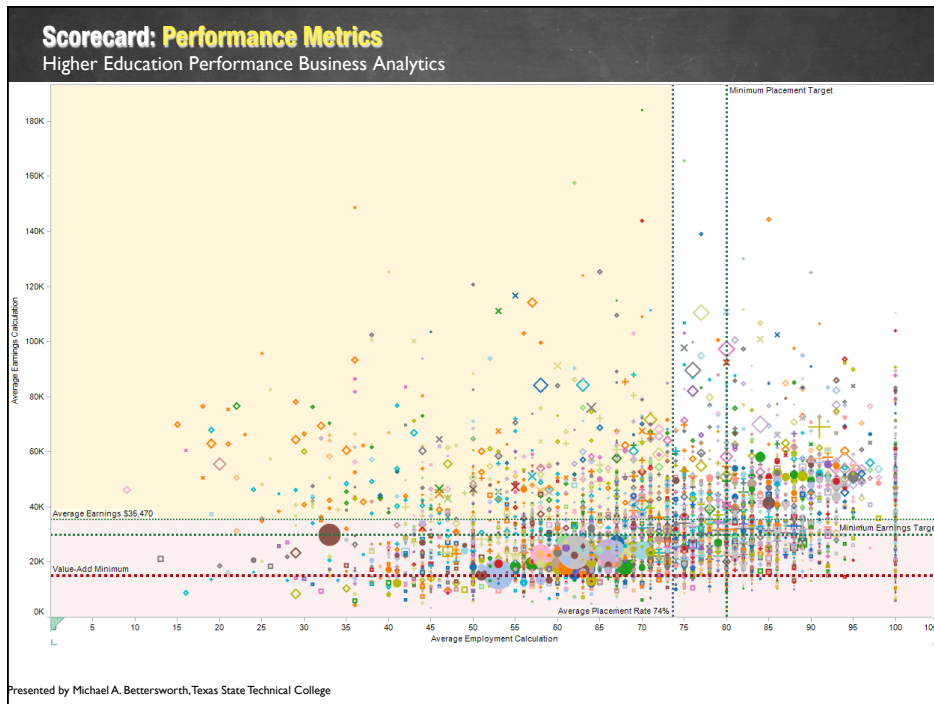
Enrollments  
Demographics  
Contact Hours  
Course Completion  
Graduates  
Numbers of Awards  
Award Levels  
National Benchmarks

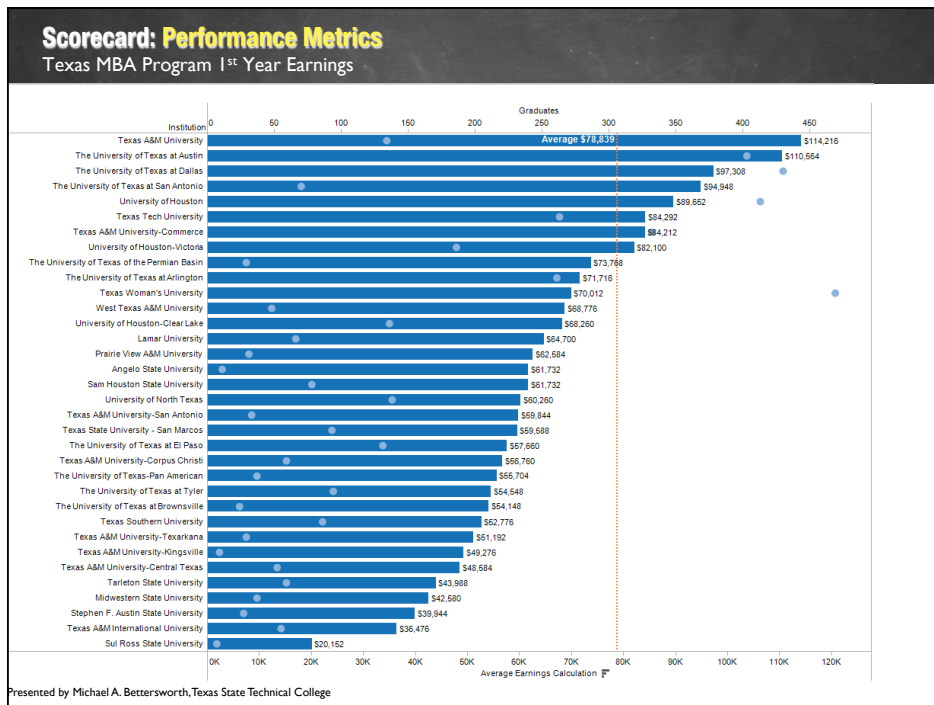
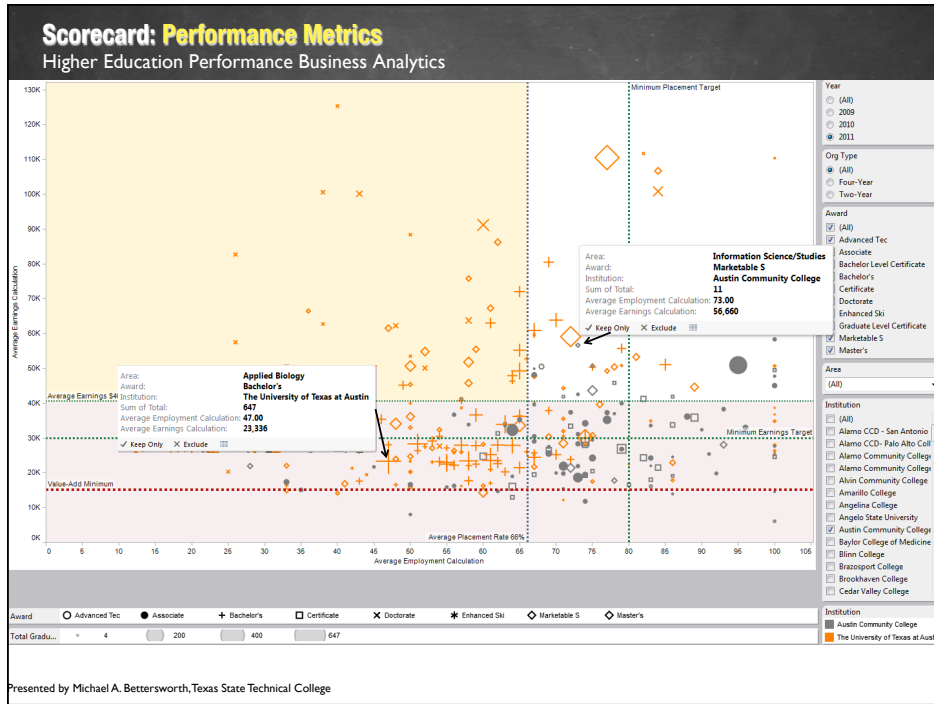
**Activity****What Counts**

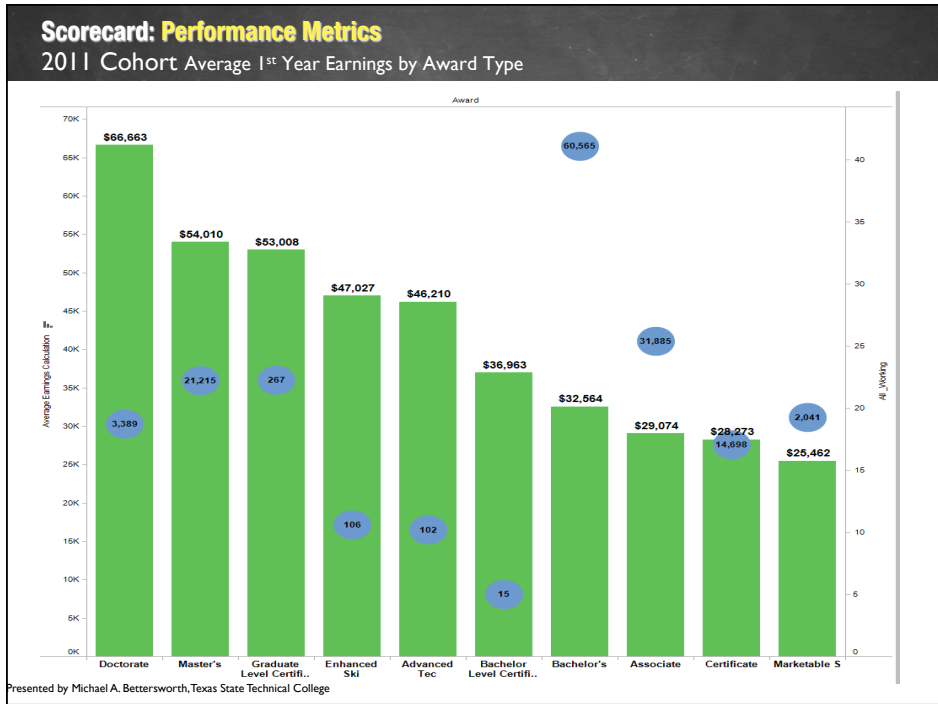
Placement Rate  
Earnings  
Student Intent Met  
Employer Intent Met  
Company Formation  
Return on Investment  
Value to Taxpayer  
Real Efficiencies

**Performance**

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### Awareness: Market Analysis

#### Higher Ed Outcomes Data Visualizations at [www.forecasting.tstc.edu](http://www.forecasting.tstc.edu)

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**DataViz: Earnings & Placement Higher Ed Outcomes**

First year student outcome measures by earnings and placement based on publicly available data from the THECB and TWG for 2009, 2010, and 2011.

**Unmanned Aircraft Systems**

by Mick Norrington and Michael Bettersworth  
Sep 30, 2012 No Comments

The unmanned aircraft industry is on the verge of a significant expansion. Current job demand in this sector is quite limited in Texas today, but the industry is poised to take off during the next three years as the Federal Aviation Administration continues to roll out new rules. This brief provides instructional leaders with focused insights into this emerging and evolving sector through interviews with industry experts, online searches of training activities, and analysis of employment demand data.

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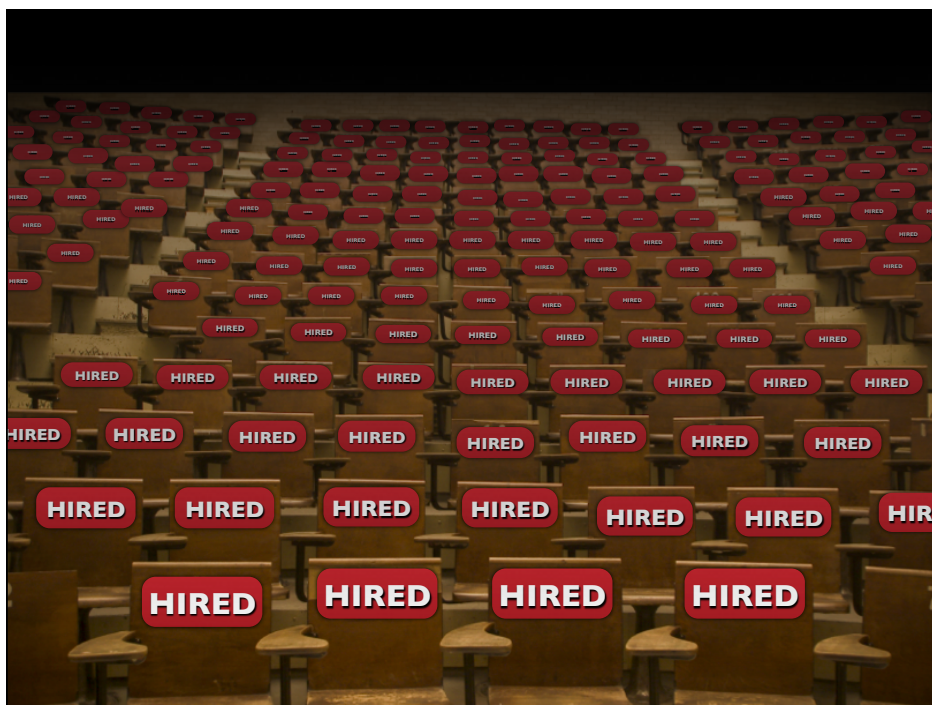
Brenda Jeffrey Mike Debbie Cliff  
Carlos Eliska Jim Lillian Jack

Facebook social plugin

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	Framework	Automation	Computation	Analytics
Genomics	ATCG	PCR	CPU	Diagnosis
Labor	SOC	Crawl	Semantics	Demand
Curriculum	DWA	?	Deltas	Alignment
	Matter	Mass	Manipulation	Meaning







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