

[Insert College Name Here]

Program Demand Gap Analysis

PROPOSAL

[Date (e.g., June 9th, 2016)]



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Introduction

About Emsi

ECONOMIC IMPACT AND BEYOND

Since our earliest days working with the Association of Community College Trustees to quantify the economic impact of community colleges, Emsi has partnered with hundreds of community colleges. Over those 15 years, we have delivered economic impact studies to the majority of US community colleges, helping higher education leaders garner greater support from communities and governing bodies.

Beyond economic impact studies, we inform decision-makers about academic program supply and demand issues through economic consulting, data analytics, and software. In addition, we supply labor market information and job posting analytics to support student success initiatives. Over 200 colleges use Career Coach, our career pathways software. In 2015 alone, over 1.2 million community college students benefited from our career information, which is embedded in the community colleges' websites and linked to their academic programs and branding. We are committed to continuously improving our products and services to serve the community colleges we work with and, even now, are working to expand our data set to better connect students, colleges, and employers.

Emsi, based in Moscow, Idaho, is owned by CareerBuilder, LLC.

Discovery Findings

[Address discovery discussions/pain points and introduce solutions that could answer client needs]

Solution Overview

When college 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 beginning of any program alignment initiative starts with one question: is there demand from the regional labor market? Emsi's Program Demand Gap Analysis (PDGA) functions as a trailhead for program alignment—informing next steps by comparing the supply of students with the demand of



regional job openings. The results of the PDGA also outline new program opportunities, potential programs for expansion, and possible at-risk programs.

The PDGA helps you stay ahead of the dynamic needs of your region and answer critical questions.

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 Why continue offering these programs?	LOW DEMAND, HIGH SUPPLY Where are graduates working?

Scope of Work

OVERVIEW

The PDGA provides a third-party measure of how well-aligned [Insert College Name Here]’s program offerings are with the regional labor market, and provides recommendations on additional programs that could be offered that would be a good fit for regional employer demand. This is achieved by comparing supply (i.e., regional educational program completers) with demand (i.e., current and forecasted job openings).

The analysis determines whether output from the college’s academic programs is at, near, or below the market demand for workers in each program, revealing fields that are experiencing undersupply or oversupply of trained workers. The results provide a framework for identifying opportunities for new programs and scaling or calibrating existing programs.

DELIVERABLES & TIMELINE

This process is expected to take between 12 and 20 weeks. The analysis as a whole generates a wealth of information, which is communicated through a summative report, executive summary, and PowerPoint. The summative report presents all of the analysis’ findings in the context of clearly spelled-out assumptions, theory, and data sources, along with a glossary of terms. The executive summary contains the major findings written concisely in layperson’s terms and is suitable for broad circulation. The PowerPoint condenses findings and presents them in an engaging and digestible manner that’s appropriate for a broad audience.

SERVICE	PRICE
Program Demand Gap Analysis	

Payment Terms

[If applicable; if not, delete Payment Terms section]