**Abbreviated Problem Statement**

Evidence suggests that the national economy and several industries have been historically weakened or underserved by a lack of workforce talent. At the same time, public officials continue to question the value of higher education in relation to gainful employment. The present effort strives to enhance our understanding of the labor market’s social forces by accomplishing the following objectives:

1) Identify major economic issues (national or international) in relation to industry;

2) Understand geopolitical sentiment of forces impacting the American labor market; and

3) Shed light on areas of higher education training that represent areas of weakness/misalignment and strength.

**Outcomes for Analysis**

1. Economic Phenomena (categorical measurement)
   1. *Immigration*
   2. *Trade*
   3. *Labor Costs*
   4. *Energy*
2. Public Sentiment Across Item 1 (string variable, possibly transformed into an ordinal/continuous measurement)
3. Composite Measure of Higher Education Training Areas (mixed-measures)

**Data Sources**

1. Economic Phenomena
   1. *Bureau of Labor Statistics*
   2. *Census*
   3. *OECD*
   4. *FRED*
2. Public Sentiment
   1. *Twitter (scraped by keyword and geographical location, prior to analysis using the VADER methodology)*
   2. *Major News (scraped from NY Times, CNN, Fox)*
3. Composite Measure (Program Type, Scorecard Rating,
   1. *College Navigator (scraped or exported across programs and related characteristics)*
   2. *College Scorecard*
   3. *Integrated Postsecondary Education Data System (IPEDS) (extracted program detail and CIP information for crosswalk between economic phenomena and program offerings)*