



# Lightcast Professional Services

Want decision-ready insight without wading through an ocean of data? Lightcast’s experienced team of economists will crunch the numbers for you. From aligning programs with career opportunities to quantifying the value of education, we do the analysis and deliver the findings in a beautiful, shareable report to help you spread the word.

## Overview of solutions & services

### Got questions?

Questions we specialize in answering:

### Get answers.

Data-rich reports we provide:

<b>Optimize and align program offerings</b>	How well do our program offerings align with the market?	Program Demand Gap Analysis
	What job roles should we focus on when developing programs to serve our region?	Program Recommendation Tool
	What are the top skills, job titles, and employers in our region, and who else is offering programs to meet those needs?	Detailed Program Market Analysis
<b>Quantify and demonstrate value</b>	What is our institution’s contribution to the regional economy?	Economic Impact Study
	How will the economy benefit from our new capital project or strategic initiative?	Capital Analysis
	Does a particular award level (e.g. bachelors degrees) offer a compelling ROI for students at our institution?	Value of a Degree
	What return on investment does a particular academic program provide to our students?	Value of a Program

# About Lightcast Professional Services

Our team of economists and analysts provide data-driven, decision-ready insight to leaders in higher ed – driving better outcomes for students, institutions, and the communities where they live, learn, and work.

Since 2001, we've delivered over 3,000 projects for more than half of US community colleges and over 150 universities (and counting). Lightcast incorporates data from over 65,000 sources every day, contributing to a database with over 1 billion job postings and billions of other data points.

Our professional services offerings put this data and expertise to work for your institution.

**Let's connect**

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