Lightcast

Create and Market Career-Aligned Programs with Skillabi

featuring Colorado Technical University & St. Catherine University

Create & Market Skill-Aligned Programs

with Skillabi

Raymond Sass

Sr. Vice President

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Kara Foley

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Director of Program Deployment & Academic Portfolio

Colorado Technical University

Housekeeping

Quick logistical items

1) Have a comment, or want to connect with your peers?

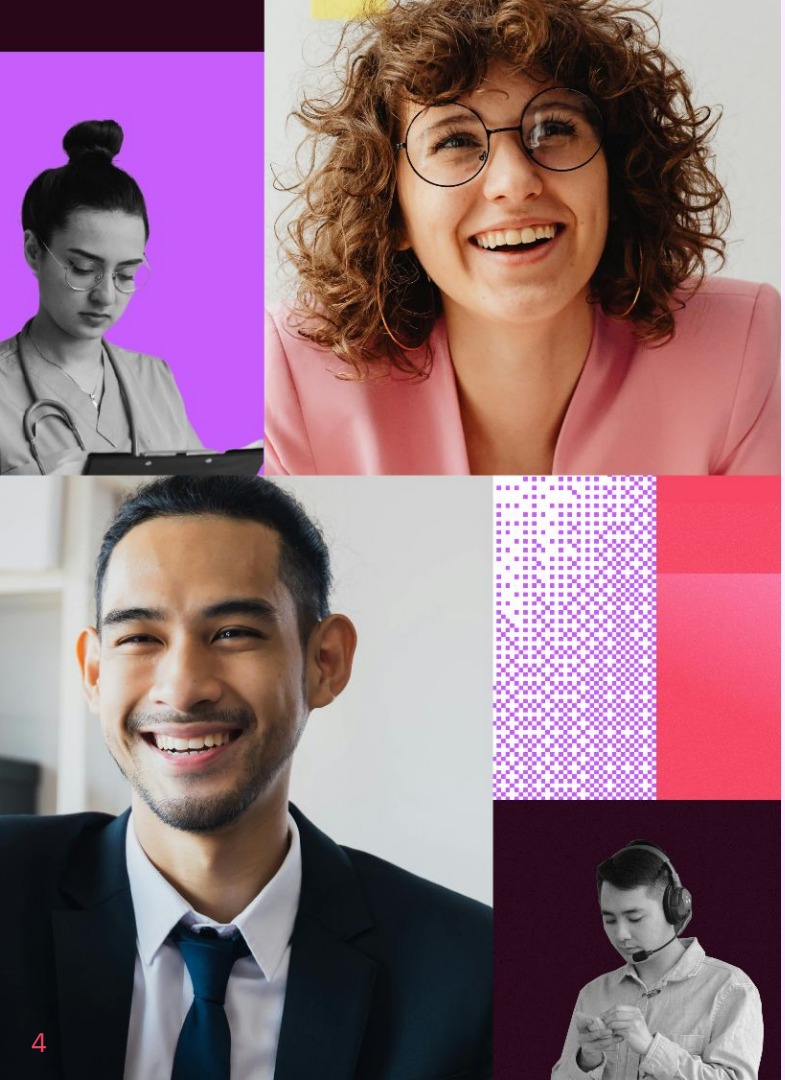
Use the **chat!**

2) Have a question for the presenter?

Submit a question in **Q&A**

3) **Recording** is in progress.

You will receive a copy of the recording and slide deck.



Want to see how *your* program aligns to today's in-demand skills?

Respond to the poll to request a free Program Alignment Score + skill insights for one of your academic programs.

Today's Agenda

1. State of the State of Higher Ed (or, *Why skills, why now?*) (Raymond Sass)
2. Skillabi 101 (Kara Foley)
3. Skillabi at CTU (Jenna Obee)
4. Skillabi at St. Kate's (Erin White)
5. Q&A

01

The State of the State of Higher Education

Raymond Sass, Sr. Vice President

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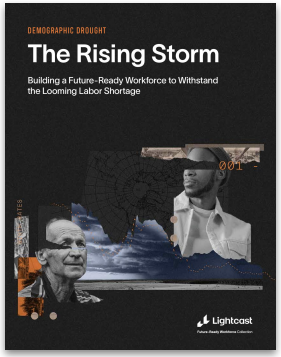
200,000
Job openings in construction and home improvement

350,000
Job openings in food industry

300,000
Job openings in community service



Labor markets *across the globe* are facing widespread *talent scarcity*

72%

of CEOs say that talent gaps and shortages present their top business challenges (*Workforce Risk Outlook, 2025)*.

67%

of Fortune 1000 companies struggling to secure key talent (*Workforce Risk Outlook, 2025*)**.**

27% of state government jobs and 26% of local government jobs (excl. education and hospitals) are held by workers 55 or older (*Empowering Progress, 2025*)**.**

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AI Driving *Skills-Based* Economy

300M jobs displaced by AI / Automation globally by **2030**

The average job has seen one-third of its skills change from 2021 to 2024.

One in four jobs (the top quartile) has seen 75% of their skills change in 3 years.

- ➔ AI is Top Change Agent (sustain. / cyber)
- ➔ Accelerating Change: Last 3 = Prior 5

Higher Ed is Facing Value Proposition Uncertainty from Both the Private and Public Sectors

70% of open jobs ***do not*** **list a college degree requirement.**

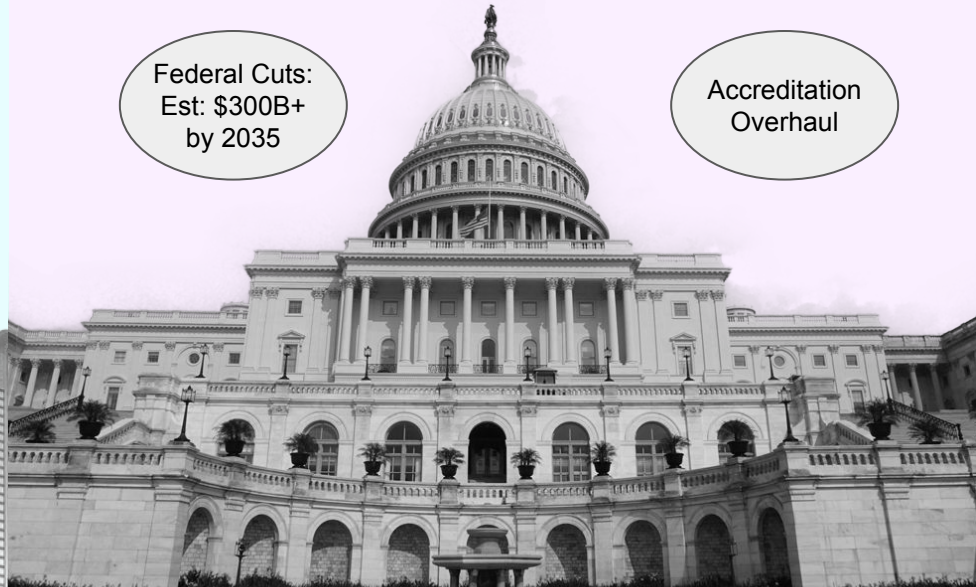
Last 10 yrs
BA rqmt:
24% → 19%

Last 10 yrs
Office work:
31% → 28%

Public funding and support are under increased scrutiny.

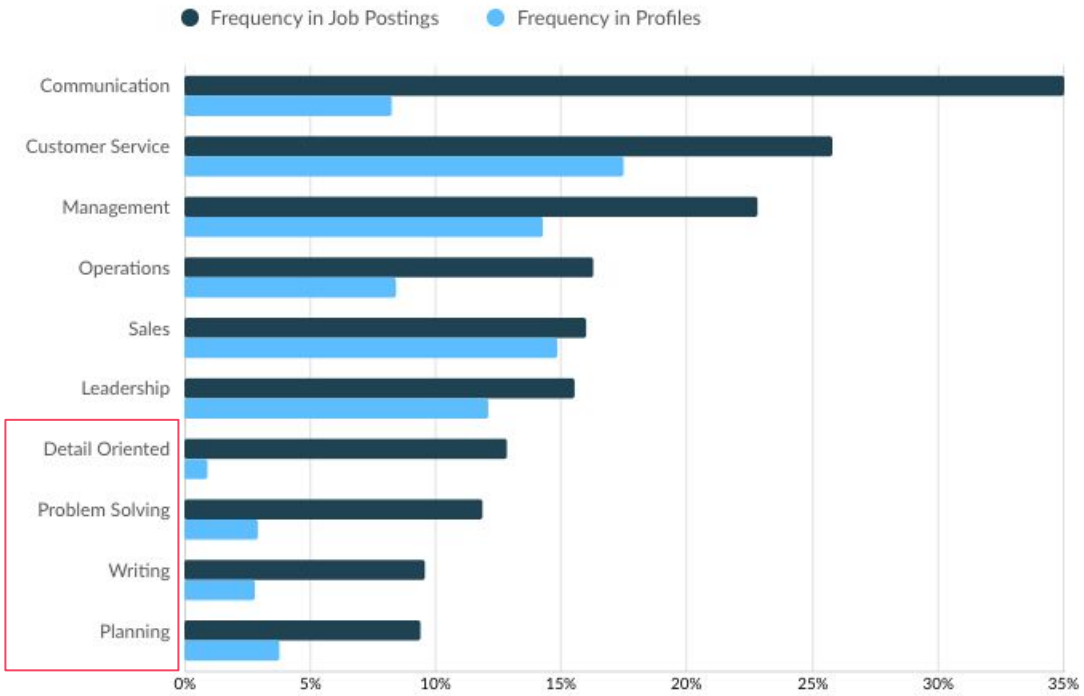
Federal Cuts:
Est: $300B+
by 2035

Accreditation
Overhaul



“Soft” Skills Provide Advantage...

Top 10 Durable Skills in US Job Postings, 2025



In the midst of rapid changes, **durable skills** remain essential

But despite high demand, durable skills are in **low supply** in professional profiles.

Source: Lightcast Job Posting Analytics, 2025

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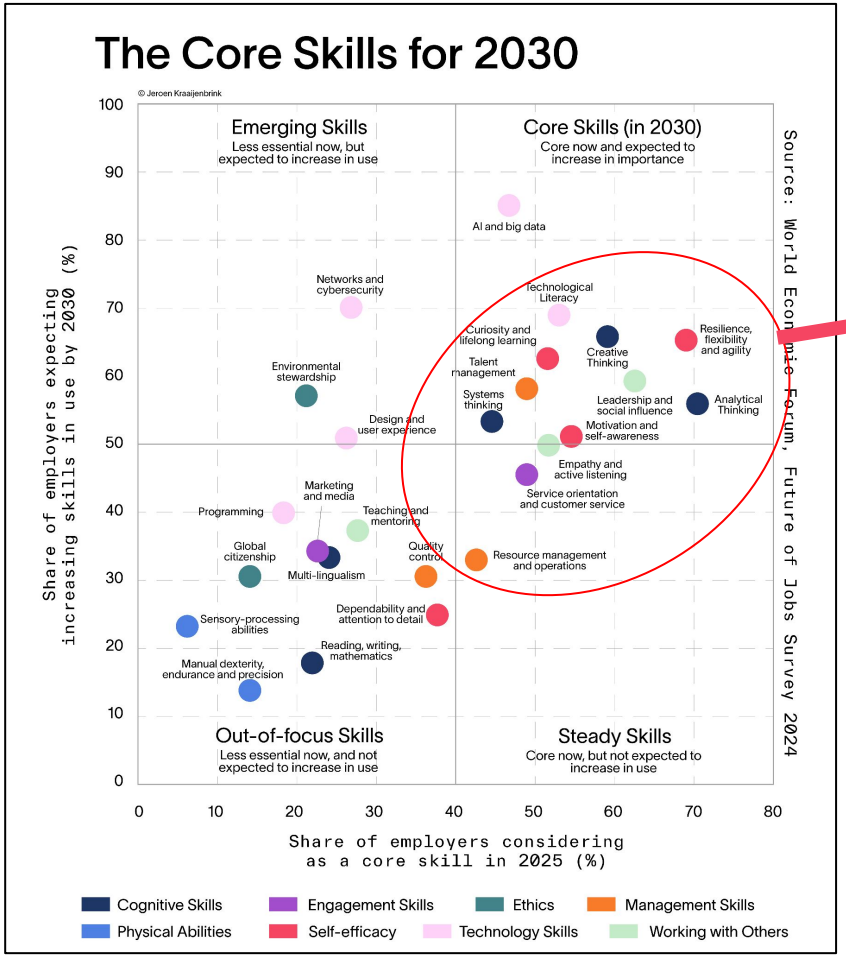


Strong case for the SKILLS that come from liberal arts / cross-functional education:

- Resilience, flexibility, agility
- Curiosity and lifelong learning
- Creative thinking
- Leadership and social influence
- Systems thinking
- Talent management
- Motivation and self-awareness
- Empathy and active listening
- Analytical thinking

... with ...

- AI and big data
- Technological literacy

A new tool to help you validate and improve career relevance

Lightcast Skillabi™

- Curriculum Skill Analysis
- Program-Occupation Alignment Score
- Skill Gap Identification
- Market Opportunity Insights
- Curriculum Modeling

02

Skillabi 101

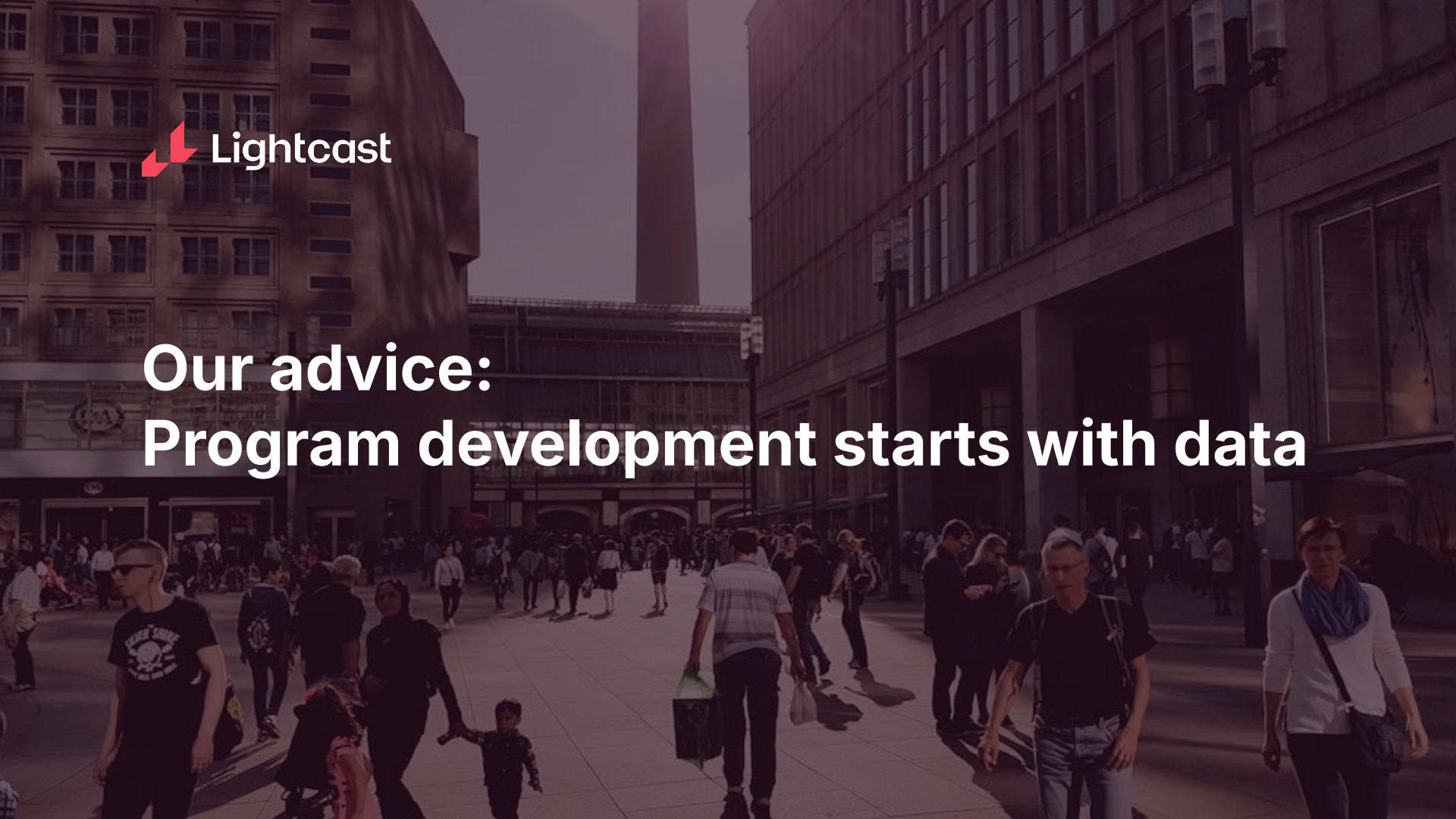
Kara Foley, Sr. Product Manager

Skillabi Addresses a Common Theme

- Challenges in justifying program ROI; tightening state and federal funding & declining enrollments due to the prevailing narratives on higher-ed value
- Rapidly evolving labor market with occupation and skill lifetimes reduced to 3-5 years
- Students and employers need clarity on how dynamic learning experiences translate to job readiness to meet the moment
- Employers are increasingly pivoting to skills-based hiring

"Minimize distance to the labor market"

Guild · Auburn University · Villanova University · Colorado Technical University · Radford University · St. Catherine University · Wilmington University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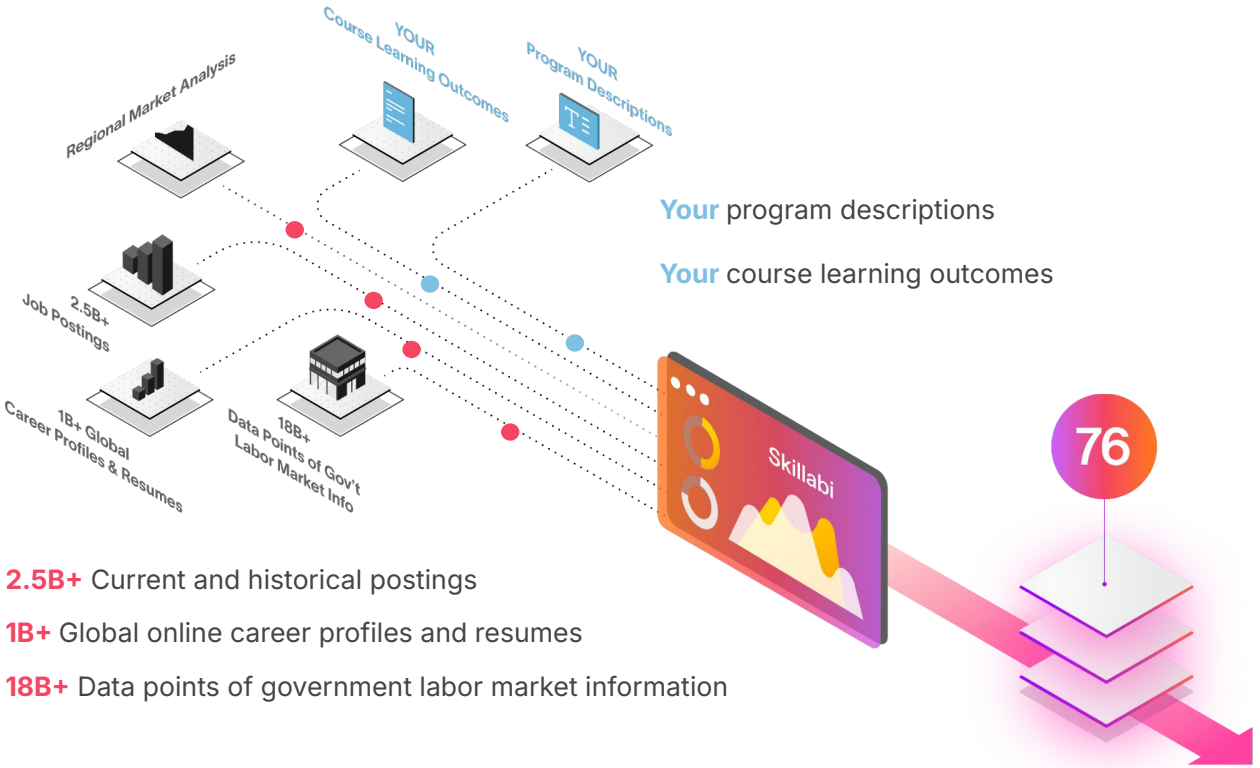
Our advice:
Program development starts with data

Introducing Lightcast Skillabi



Your program descriptions

Your course learning outcomes

2.5B+ Current and historical postings

1B+ Global online career profiles and resumes

18B+ Data points of government labor market information

Personalized insights to validate, improve and demonstrate the career relevance of your curriculum offerings

- Curriculum Skill Analysis
- Program-Occupation Alignment Score
- Skill Gap Identification
- Market Opportunity Insights
- Curriculum Modeling

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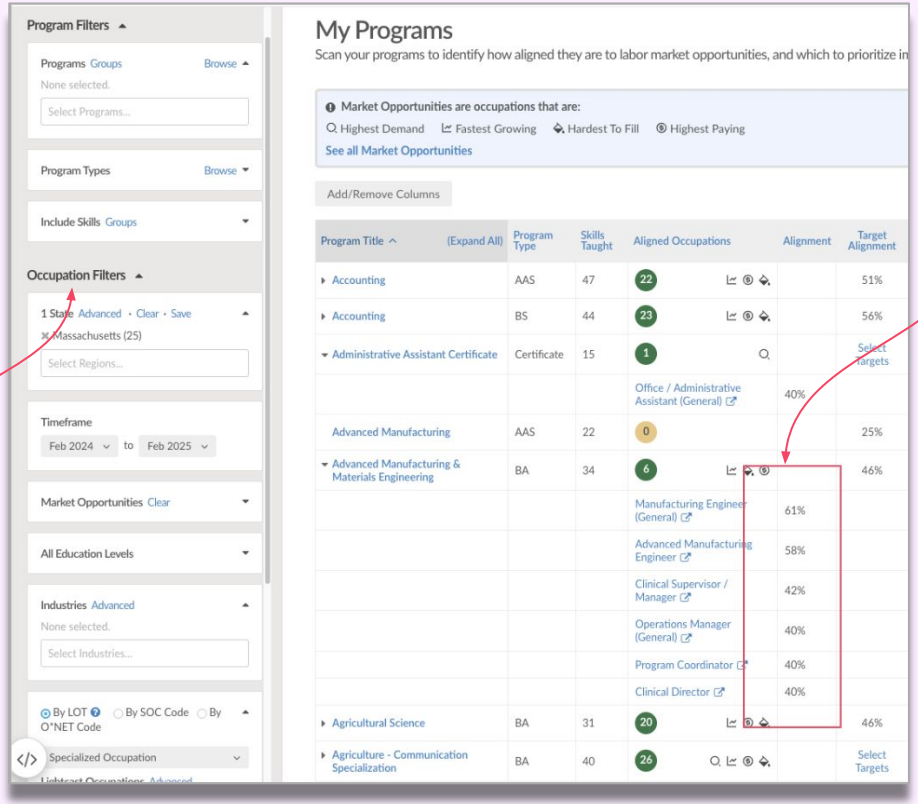
Program-to-Occupation Alignment Score

- **Strategic Curriculum Evolution:** Leverage the Alignment Score to make data-driven decisions on curriculum updates.
- **Demonstrate Real-World Relevance:** The Alignment Score provides objective evidence of your programs' value to employers and students.
- **Future-Proof Your Offerings:** Use the Alignment Score to proactively adapt your programs to a rapidly evolving job market.

Complete control over the scope



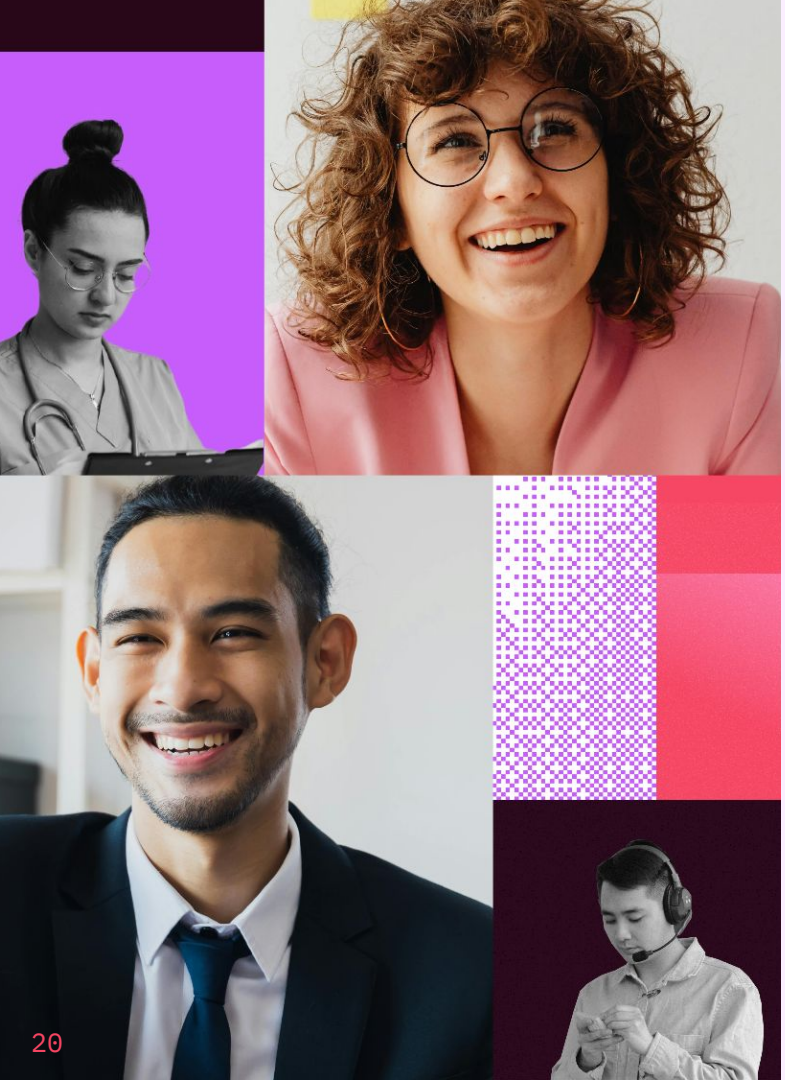
Easily see how your program align with market demands

Skillabi Demo

Benefits for Education Leaders

Driving Strategic Decisions with Confidence

- **Guide Strategy with Data:** Replace guesswork with objective analysis based on real-time labor market data for curriculum review, new program development, and strategic portfolio optimization
- **Demonstrate Relevance:** Clearly articulate program value with validated skill mapping and objective Program-Occupation Alignment Scores
- **Enhance Student Outcomes:** Identify and strengthen course material gaps to ensure programs teach in-demand skills to support alumni career success
- **Improve Efficiency:** Significantly reduces the manual effort typically required for curriculum mapping and market alignment analysis
- **Strengthen Enrollment:** Offer relevant programs that align with learners' career goals



Want to see how *your* program aligns to today's in-demand skills?

Respond to the poll to request a free Program Alignment Score + skill insights for one of your academic programs.

03

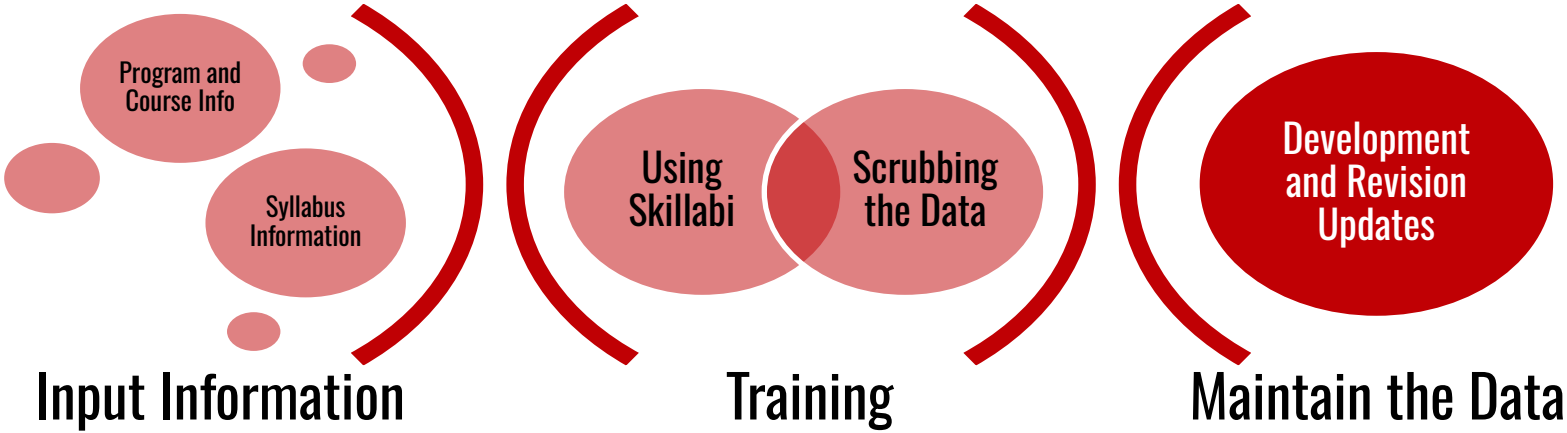
Skillabi at Colorado Technical University

Jenna Obee, Director of Program Deployment

COLORADO TECHNICAL UNIVERSITY

- Business and Management
- Computer Science
- Information Technology
- Engineering
- Nursing
- Healthcare
- Criminal Justice
- Psychology

THE SKILLABI SCRUB



BS Business Administration: Data Analytics

All Target Occupations

Skills Sought for All Target Occupations	Job Postings With Skill	% of Total Postings	Salary Boosting	Taught in Program	Alignment Impact of Adding Skill	Alignment Impact of Removing Skill
Communication	112,186	46%		Taught	-	*High Impact*
Data Analysis	108,786	45%		Taught	-	*High Impact*
Finance	99,030	41%	✓	Taught	-	*High Impact*
Management	89,890	37%		Taught	-	*High Impact*
SQL (Programming Language)	84,374	35%		Taught Elsewhere	*High Impact*	-
Accounting	76,346	31%		Taught	-	*Medium Impact*
Financial Analysis	74,541	31%	✓	Taught	-	*Medium Impact*
Python (Programming Language)	72,190	30%		Taught Elsewhere	*Medium Impact*	-
Microsoft Excel	71,213	29%		Taught	-	*Medium Impact*
Problem Solving	67,605	28%		Taught	-	*Medium Impact*

04

Skillabi at St. Catherine University

Erin White, Director of Institutional Research

St. Catherine University

Erin White – Director of Institutional Research

St. Catherine University

ABOUT ST. KATE'S

Private Non-Profit – Catholic Woman's College

Carnegie: Opportunity Colleges and Universities, Health Professions Focus

Fall Enrollment: 3,659
12-Month Enrollment: 4,415

Retention Rate: 80%
Graduation Rate: 61%

3 colleges: College for Women, College for Adults, Graduate College
4 schools: Business, Health Sciences, Humanities, Arts & Sciences, Nursing

94% Women
43% Pell Recipients

81% MN
35% First-Generation

10 Private Colleges within 10 miles
Top Performer on Social Mobility

PROGRAM CHANGE – HEALTHCARE MANAGEMENT

Original Program - business/accounting heavy, small enrollments, underperforming

Redesign - more healthcare-specific courses

Result: ⬆44% New Students

Healthcare Program Manager Top Skills

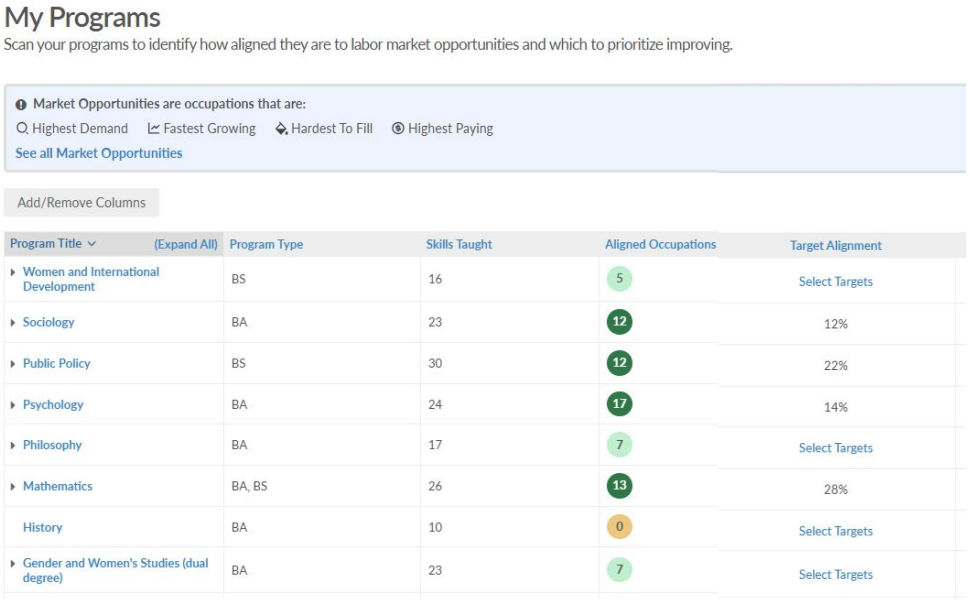
See skills associated with each occupation above, and the impact adding or removing this skill from your program would have on your alignment to the occupation.

Healthcare Program Manager

Skills Sought for Healthcare Program Manager	Job Postings With Skill	% of Total Postings	Salary Boosting	Taught in Program	Alignment Impact of Adding Skill	Alignment Impact of Removing Skill
Project Management	41	29%		Taught Elsewhere	+18% (50%)	-
Auditing	27	19%		Taught Elsewhere	+11% (43%)	-
Healthcare Industry Knowledge	26	18%		Taught	-	-10% (22%)
Process Improvement	22	16%		Not Taught	+9% (41%)	-
Mental Health	21	15%		Taught Elsewhere	+8% (40%)	-
Behavioral Health	21	15%		Taught Elsewhere	+8% (40%)	-
Social Work	18	13%		Taught	-	-6% (26%)
Human Services	14	10%		Taught	-	-4% (28%)
Medical Records	13	9%		Not Taught	+5% (37%)	-
Electronic Medical Record	12	9%		Not Taught	+4% (36%)	-

ONGOING PROGRAM IMPROVEMENTS PROCESS

- Partnership with **Career Services** to support the School of Humanities, Arts & Sciences



My Programs

Scan your programs to identify how aligned they are to labor market opportunities and which to prioritize improving.

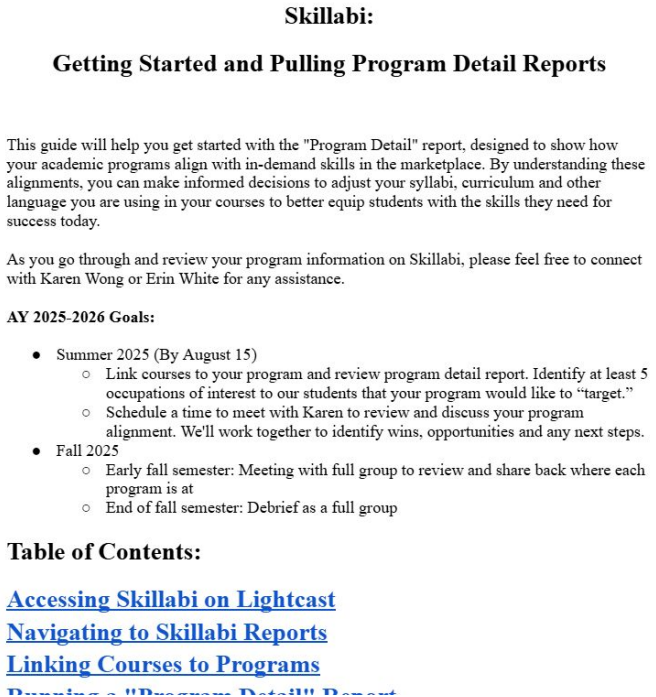
Market Opportunities are occupations that are:

Highest Demand | Fastest Growing | Hardest To Fill | Highest Paying

See all Market Opportunities

Add/Remove Columns

Program Title (Expand All)	Program Type	Skills Taught	Aligned Occupations	Target Alignment
Women and International Development	BS	16	5	Select Targets
Sociology	BA	23	12	12%
Public Policy	BS	30	12	22%
Psychology	BA	24	17	14%
Philosophy	BA	17	7	Select Targets
Mathematics	BA, BS	26	13	28%
History	BA	10	0	Select Targets
Gender and Women's Studies (dual degree)	BA	23	7	Select Targets



Skillabi:

Getting Started and Pulling Program Detail Reports

This guide will help you get started with the "Program Detail" report, designed to show how your academic programs align with in-demand skills in the marketplace. By understanding these alignments, you can make informed decisions to adjust your syllabi, curriculum and other language you are using in your courses to better equip students with the skills they need for success today.

As you go through and review your program information on Skillabi, please feel free to connect with Karen Wong or Erin White for any assistance.

AY 2025-2026 Goals:

- Summer 2025 (By August 15)
  - Link courses to your program and review program detail report. Identify at least 5 occupations of interest to our students that your program would like to "target."
  - Schedule a time to meet with Karen to review and discuss your program alignment. We'll work together to identify wins, opportunities and any next steps.
- Fall 2025
  - Early fall semester: Meeting with full group to review and share back where each program is at
  - End of fall semester: Debrief as a full group

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Accessing Skillabi on Lightcast

Navigating to Skillabi Reports

Linking Courses to Programs

Running a "Program Detail" Report

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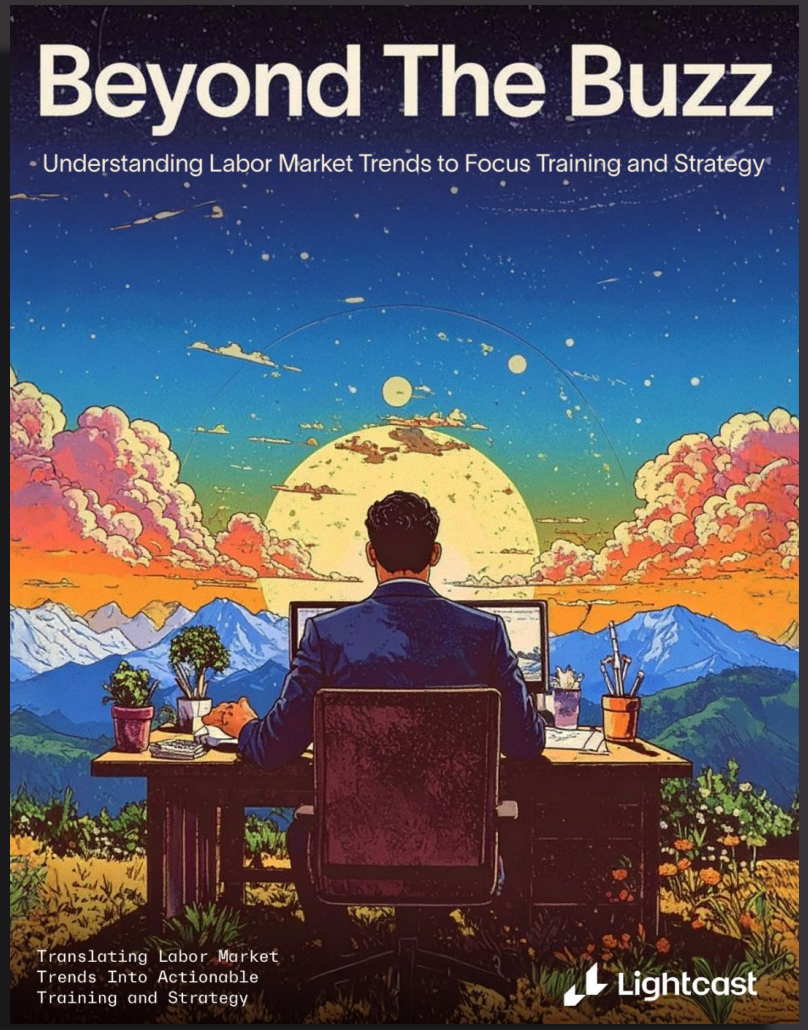
Q&A

*and last chance to request your free **Alignment Score***

Decisions about how and where to invest in AI training should require data-based evidence, not guesswork and luck.

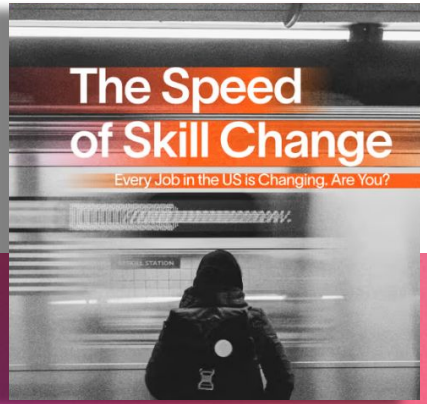
We have the answers.



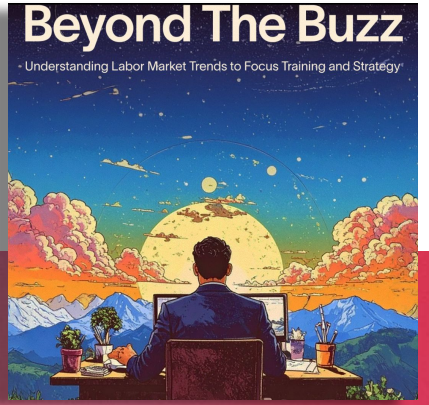
Download the latest research from Lightcast

The Rising Storm

The Speed of Skill Change



AI Beyond Buzz



Coming soon!

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Thank you for attending!