

A TOP PRIVATE UNIVERSITY SHORTENED THE PROGRAM DEVELOPMENT PROCESS BY 2 MONTHS WITH JOBSPIKR

CASE STUDY

EDTECH MARKET

After declining by over 40 percent in 2018, the EdTech market is witnessing an unprecedented boom.

Notably, this growth has given rise to new programs and courses influenced by the job market trends.

However, given the vast volumes of unstructured data, understanding labor market demand and tailoring degree programs may seem challenging. Still, it is imperative to get a leg up on the competition.

ABOUT THE CLIENT

The client is a top private university with online programs. The University offers over 150+ programs, including accelerated degree options and a range of concentrations to provide flexible, affordable online education for both traditional and working learners.

BUSINESS CHALLENGE

The client noted that a higher percentage of students pursuing their online programs were from out of state. Having such a large, national audience challenged the University to create a diverse course offering to attract students and prove the return on investment for their programs.

The problem was that the client's end-to-end program development process took more than two years to create an online program, and sometimes even longer. Faculty were forced to navigate the lengthy and cumbersome process and wanted answers to a range of questions, such as:

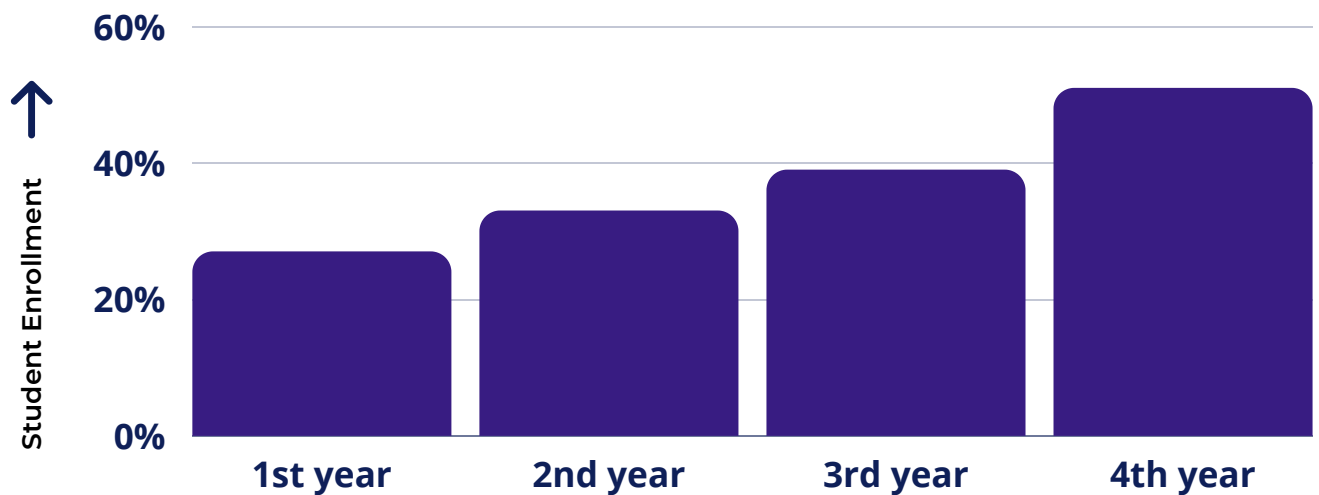
- Is there a market for this program?
- What kind of jobs can students get after studying this program?
- Will those jobs still be there in five years? How about ten years?
- Where is there a demand for these jobs? Who else is already teaching this program?
- Is the market saturated?
- What kind of jobs will graduates get?

The client would often work with consultants to answer these questions, but the process proved costly and time-consuming. Therefore, the client realized they needed to improve their program development process.



JobsPikr's job market insights enabled us to pinpoint the pain areas and bottlenecks and resolve them to shorten our program development process. We have started looking at all our business functions from the lens of data – all thanks to JobsPikr.

– Vice President, Private university, USA



SOLUTIONS OFFERED

In order to plan more effectively about new programs, the client used JobsPikr's job market data. Using the market data on the hiring industry, the client derived insights on the current and upcoming skills, the salary a graduate could expect, and industry projections relevant to the job.

Based on this information, the client was able to develop and propose the course structure and scope of the new programs and whether they were suited to bachelor's degrees, master's degrees, or certificate programs.

With insights into competition rates and labor market needs, program proposals could now define career pathways for graduates and validate demand for the skills they would gain upon completing a proposed program. With JobsPikr's job market data, the client shortened the program development process by two months.

BUSINESS OUTCOME

- Leveraging real-time job market data, the client was able to identify the market needs for graduates and show that their programs taught skills that would qualify students for jobs. This makes the company a smart choice for people looking for online learning, as it was better attuned to market needs, thus ensuring better job placement opportunities.
- The client could reach more students this way and provide ample, inclusive programs on their online platform.
- The university was able to identify who was already teaching the program and use that data to build a more comprehensive program. This way, the market wasn't oversaturated with graduates and students could fill the in-demand roles.

SOLUTIONS OFFERED



Job Wrapping
and Job Automation



Job Scraping



JobFeed Update
via API



Feeds for Jobs Data
Visualization



Job Data for Research
and Analytics



Exclusive Job feed
from Fortune 500

WHY CHOOSE JOBSPIKR?

JobsPikr uses machine learning algorithms to intelligently extract job data across the corporate websites and job boards directly, providing you with the widest range of historical and real-time job market data.

JobsPikr's customisable job feed and analytics solution helps you keep pace with the job market trends and gather exclusive job feed data directly from Fortune 500 companies' career pages

Ready to harness
game-changing job market insights? JobsPikr is here
to help!