

Program Development and Review

Source: Emsi, 2020

What is the Program Development and Review Report?

OAIE is excited to offer an additional resource that can be used to support PPR. The Program Development and Review report is generated by Emsi (Economic Modeling Specialists Intl.), and provides labor market data designed to inform academic programs' decision-making. Understanding the academic program in relation to the job market landscape can provide valuable insight into evaluating program alignment and identifying new opportunities and/or improvement. Therefore this report aims to help programs identify its values and keep programs relevant and effective in preparing students for success in the labor market. OAIE has prepared this guideline to help you determine how this report can support your PPR efforts. If you'd like to learn more about Emsi, please visit [OAIE's Emsi webpage](#).

Where are the Data from this Report Coming From?

This report is based on a combination of government sources (e.g., Bureau of Economic Analysis, U.S. Census Bureau, Bureau of Labor Statistics, National Center for Education Statistics), along with real time employment data (e.g., online job postings, resumes, professional profiles).

How Can This Report Be Used?

Different sections of the report can inform a number of different questions.

Report Section	Questions Addressed
Competitive Landscape	<ul style="list-style-type: none">Who else is offering this type of program? How many students graduate from other similar programs?What is the trend in the academic program completions?
Labor Market Demand	<ul style="list-style-type: none">What is the trend and projection of target occupations? Based on this trend or projection, will the program be viable and relevant in 5 or 10 years?Where should we market the program based on job postings (region-wise, employer-wise)? What regions/companies post jobs for graduates from our programs?
Relevant Skills	<ul style="list-style-type: none">What skills or knowledge should students gain through our program? What skills are employers looking for based on the skills listed in their job postings?What gaps, if any, exist between what employers are looking for and what the workforce showcase in their profiles or resumes? How can this inform competencies or skills our program can emphasize in our curriculum?

Glossary

CIP	Classification of Instructional Programs; standard numerical code for post-secondary course of study developed by NCES to provide a taxonomic scheme to support accurate tracking and reporting of fields of study and program completions activity (Source: NCES)
CIP-to-SOC Mapping	Connects educational programs with target occupations to show potential higher education talent pipelines into occupations by matching postsecondary programs of study that provides graduates with specific skills and knowledge to occupations that often require those skills and knowledge. (Source: NCES, BLS).
Completions	The number of degrees or certificates conferred for a specific course of study in a given year. Completions includes all award levels and both primary and secondary majors (Source: NCES, IPEDS).
SOC	Standard Occupational Classification system used by federal statistical agencies to classify workers into occupational categories (Source: BLS)

Who Can I Contact if I have Additional Questions?

Please contact Gina Park (gipark@fullerton.edu) if you have questions or feedback about the report. Additionally, the report can be customized based on your need (e.g., CIP-to-SOC mapping). Please feel free to contact us if you'd like to customize the parameters of the report.