



HIGHER EDUCATION MARKET ANALYSIS HEALTHCARE OCCUPATIONS

Educational Needs Market Research
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Greenwood Village, CO 80155
www.ltacademics.com

Attachment E - Higher Education Market Analysis Healthcare Occupations

EXECUTIVE SUMMARY

SCOPE OF ENGAGEMENT

Lone Tree Academics LLC was engaged by the Northern Wyoming Community College District (“NWCCD”) in a project with several supporting organizations as noted on the cover page. The scope of the engagement was to develop a market study and analysis to support decisions about future opportunities for expanding the current portfolio of healthcare programs.

The study and analysis were designed to extend beyond typical higher education market demand analyses, which often rely only on U.S. Departments of Labor and Education data sets. The study methodology was designed to leverage the real time job posting data from Burning Glass Labor Insights™ and Program Insights™ databases.

The study has the following key deliverable areas:

- Labor market demand estimations for degreed and non-degreed healthcare and healthcare related occupations in the study area.
- An inventory and analysis of existing and planned healthcare and healthcare-related educational offerings for NWCCD.
- Potential healthcare and healthcare related educational programs (degree and certificate).
- Identification of competitive program dynamics in the defined service area.
- Suggestions for creating a prioritization analysis to allow comparison of attractiveness or programs with the feasibility and capability.
- Upon request, an update for the labor market demand estimations to support decision making.

ANALYSIS METHODOLOGY

The analysis methodology used for the report is based on a five-part analysis model, as described in the table below.

Analysis Step	Elements
Total Available Market (TAM)	What markets <i>might</i> NWCCD consider? <ul style="list-style-type: none">• Define analysis areas: Existing, 225 mi. & 300 mi.• Identify healthcare occupations in the areas (BLS data).• Define occupational clusters for healthcare (BLS data)
Serviceable Available Market (SAM)	What markets <i>could</i> NWCCD address? <ul style="list-style-type: none">• Opportunity analysis by occupational clusters (Labor Insights data).• Comparison of clusters based on opportunity (Labor Insights data)
Serviceable Obtainable Market (SOM)	What markets <i>should</i> NWCCD focus on? <ul style="list-style-type: none">• Matching academic programs to occupational clusters (Program Insights data)• Develop occupational areas fitting instructional programs (Program Insights data)
Implications for programs and curriculum strategies	Implications for programs and curriculum
Strategic Priority Matrix	Not included in the analysis but a suggested process to prioritize program decisions.

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KEY CONCLUSIONS AND OBSERVATIONS FROM ANALYSIS

The analysis for this report supports several overall conclusions and observations.

- The current programs of NWCCD address the nursing occupational cluster, the largest occupational group in the region, with a traditional face-to-face modality in the current service territory.
- Expanding nursing programs will require consideration of approaches to reach a larger served market than the three-county community college area. Those approaches may include use of online and adaptive learning modalities.
- The study identifies program possibilities beyond nursing, which are supported by labor market data.
 - Opportunities can be substantially increased by addressing a larger service area, represented by a 225-mile or 300-mile radius from Gillette / Sheridan.
 - Healthcare support and practitioner occupations can be addressed using a series of core healthcare competencies and then delivering specialized content through partner institutions or learning at a distance.
 - The College should consider development of adaptive healthcare certificate programs with potential partners such as Area9 Lyceum.
- Certificate programs in healthcare disciplines represent a large and growing opportunity. The challenge for NWCCD will involve finding ways beyond its current delivery scope and modalities. Newer delivery modalities such as adaptive learning could offer a cost-effective approach.