



Planning Strategically:

Using CCBenefits



What is CCBenefits, Inc.?



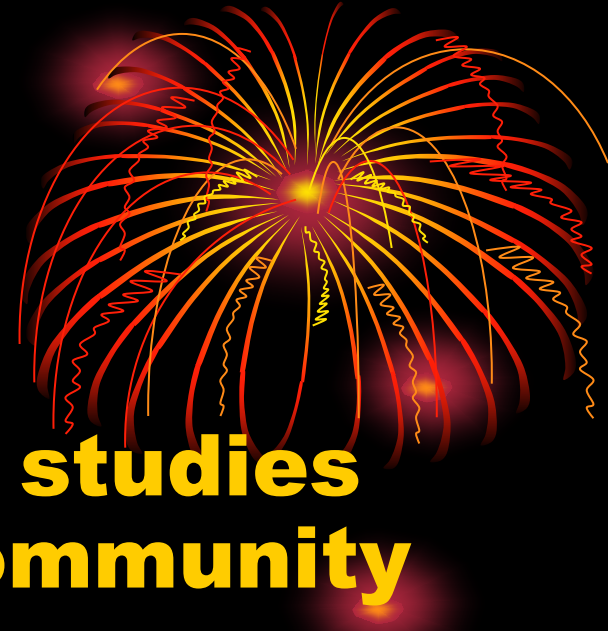
- **Established in 2000 in collaboration with Association of Community College Trustees**
- **Provides studies of the economic impact of a college**
- **Enhances a colleges ability to better serve their stakeholders while addressing economic development**

Why use CCBenefits?



- **Assists higher education in supporting economic development through responsive programs**
- **Data driven decisions based on occupational demand**
- **Improve communication with business and industry**

Services



- **Socioeconomic impact studies of the college in the community**
- **Web-based projection tool**
 - **Future industries and occupations in the region**
 - **Future student body demographics**
 - **Future demand for college courses**
 - **The necessary curricula accommodations to meet the demand for specific courses as industries move into or out of the**

Sources of Data



- **Over 25 databases including**
 - **U.S. Census Bureau**
 - **U.S. Department of Commerce**
 - **U.S. Department of Education**
 - **U.S. Department of Labor**

Impact of CCBenefits Data



- **Mechanism for proactive action**
- **Increases knowledge base for planning**
- **Provides personalized institutional data**
- **Provides personal and direct link to curriculum offered and curriculum that needs to be offered**
- **Provides projections**

NDSCS Examples



- **E-Business Curriculum**
 - **Began with focus groups of businessmen in December 2005—Curriculum ready in August 2006**
- **Nursing Curriculum**
 - **Researched need--Moved to ADN curriculum**
- **Nanoscience**
 - **Began with business/research corridor**
 - **Supported by data from CCBenefits**

Jobs by Industry



- **Can be forecasted by year, up to 10 years out**
- **Each industry area can be expanded to see the individual occupations within that category**
- **Data can be reviewed by state, region, or county**

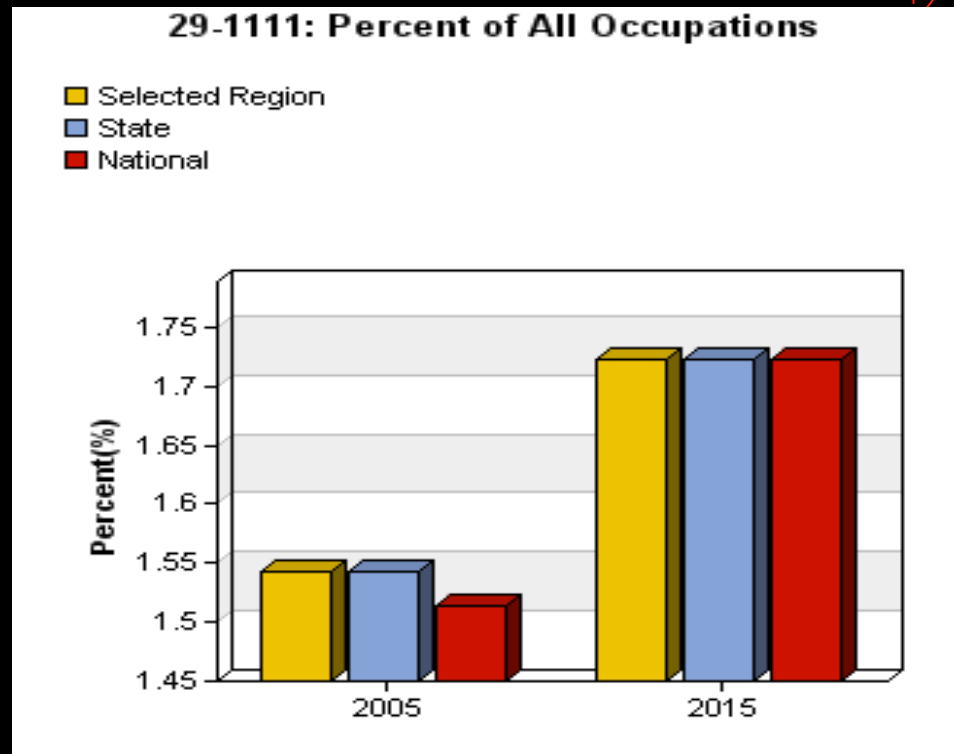
Jobs by Occupation



		2005 Jobs	2015 Jobs	Change in Jobs	Replacement Jobs	% New & Rep.	Education
	Occupation Category (Expand All)						
<input checked="" type="checkbox"/>	⊕ Management occupations	47,618	52,541	4,922	9,387	30%	
<input checked="" type="checkbox"/>	⊕ Business and financial operations occupations	14,803	17,786	2,983	2,616	38%	
<input checked="" type="checkbox"/>	⊕ Computer and mathematical science occupations	6,320	9,074	2,754	835	57%	
<input checked="" type="checkbox"/>	⊕ Architecture and engineering occupations	5,252	6,260	1,008	1,158	41%	
<input checked="" type="checkbox"/>	⊕ Life, physical, and social science occupations	3,354	3,822	468	796	38%	
<input checked="" type="checkbox"/>	⊕ Community and social services occupations	5,944	7,386	1,442	1,087	43%	
<input checked="" type="checkbox"/>	⊕ Legal occupations	2,072	2,099	27	239	13%	
<input checked="" type="checkbox"/>	⊕ Education, training, and library occupations	25,249	29,060	3,811	5,265	36%	
<input checked="" type="checkbox"/>	⊕ Arts, design, entertainment, sports, and media occupations	7,044	7,922	878	1,393	32%	
<input checked="" type="checkbox"/>	⊕ Healthcare practitioners and technical occupations	21,281	24,607	3,326	3,984	34%	
<input checked="" type="checkbox"/>	⊕ Healthcare support occupations	11,432	13,826	2,394	1,678	36%	
<input checked="" type="checkbox"/>	⊕ Protective service occupations	5,065	5,561	495	1,497	39%	
<input checked="" type="checkbox"/>	⊕ Food preparation and serving related occupations	33,619	37,795	4,176	13,379	52%	
<input checked="" type="checkbox"/>	⊕ Building and grounds cleaning and maintenance occupations	18,305	22,761	4,456	3,656	44%	
<input checked="" type="checkbox"/>	⊕ Personal care and service occupations	21,515	27,003	5,488	5,300	50%	
<input checked="" type="checkbox"/>	⊕ Sales and related occupations	51,622	59,827	8,206	16,491	48%	
<input checked="" type="checkbox"/>	⊕ Office and administrative support occupations	65,070	69,665	4,595	16,478	32%	
<input checked="" type="checkbox"/>	⊕ Farming, fishing, and forestry occupations	9,130	8,875	-255	2,896	29%	
<input checked="" type="checkbox"/>	⊕ Construction and extraction occupations	23,593	27,005	3,412	4,971	36%	
<input checked="" type="checkbox"/>	⊕ Installation, maintenance, and repair occupations	20,788	22,063	1,274	4,841	29%	
<input checked="" type="checkbox"/>	⊕ Production occupations	23,258	27,252	3,995	6,499	45%	
<input checked="" type="checkbox"/>	⊕ Transportation and material moving occupations	30,786	34,126	3,340	6,942	33%	
<input checked="" type="checkbox"/>	⊕ Military Occupations	12,597	11,543	-1,054	3,066	16%	N/A
Clear All	Totals	465,717	527,858	62,141	114,454	38%	

Note: Click on a category (Occupation Category, Replacement Jobs, etc.) for definition.

Nursing Forecast--Map



Curricula Demand



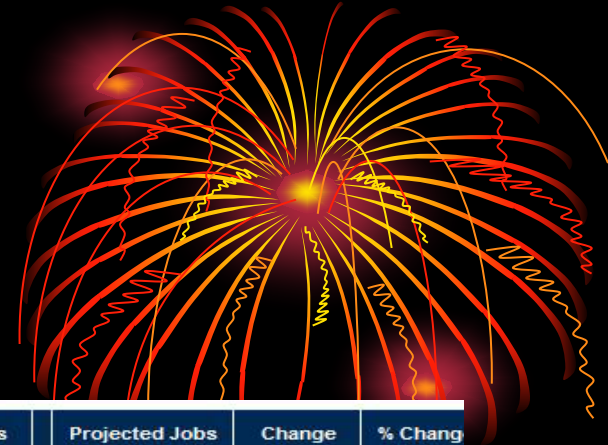
Code	Name	Current CHEs	Optimized CHEs	Occupational Growth
11.0101	Computer and Information Sciences, General	1044	1044	53.14%
15.0813	Manufacturing Technology/Technician	774	774	51.69%
11.9999	Computer and Information Sciences and Support Services, Other	3125	3125	49.5%
21.0101	Technology Education/Industrial Arts	2364	2364	43.87%
51.1599	Mental and Social Health Services and Allied Professions, Other	195	195	34.07%
51.0805	Pharmacy Technician/Assistant	566	566	30.86%
14.0101	Engineering, General	30	30	26.66%
42.0101	Psychology, General	3237	3237	25.5%
51.0707	Health Information/Medical Records Technology/Technician	424	424	24.55%
48.0501	Machine Tool Technology/Machinist	774	774	23.79%
15.0399	Electrical and Electronic Engineering Technologies/Technicians, Other	5230	5230	23.44%
44.0701	Social Work	162	162	20.18%
30.1901	Nutrition Sciences	430	430	20.1%
15.0501	Heating, Air Conditioning and Refrigeration Technology/Technician (ACH/ACR/ACHR/HRAC/HVAC/AC Technology)	657	657	19.89%
47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician (HAC, HACR, HVAC, HVACR)	370	370	19.89%
52.0201	Business Administration and Management, General	1892	1892	19.17%
09.0101	Communication Studies/Speech Communication and Rhetoric	810	810	18.23%
51.0803	Occupational Therapist Assistant	955	955	17.59%
43.0103	Criminal Justice/Law Enforcement Administration	172	172	17.45%
27.0101	Mathematics, General	3768	3768	16.34%


“What if” analysis



- **Impact of adding 100 jobs to the sugar industry in the four-county region adjacent to NDSCS**

"What if" Analysis



	Industry Job Categories	Code	Current Jobs	Projected Jobs	Change	% Chang
<input type="checkbox"/>	⊕ Agriculture, forestry, fishing and hunting	110000	3,868	4,013	145	4%
<input type="checkbox"/>	⊕ Mining	210000	206	206	0	0%
<input type="checkbox"/>	⊕ Utilities	220000	159	160	1	1%
<input type="checkbox"/>	Construction	230000	8,785	8,789	4	0%
<input type="checkbox"/>	⊕ Manufacturing	310000	11,679	11,831	152	1%
<input type="checkbox"/>	Wholesale trade	420000	8,273	8,285	12	0%
<input type="checkbox"/>	Retail trade	440000	18,937	18,957	20	0%
<input type="checkbox"/>	⊕ Transportation and warehousing	480000	5,396	5,423	27	1%
<input type="checkbox"/>	⊕ Information	510000	3,428	3,433	5	0%
<input type="checkbox"/>	⊕ Finance and insurance	520000	8,703	8,710	7	0%
<input type="checkbox"/>	⊕ Real estate and rental and leasing	530000	3,975	3,982	7	0%
<input type="checkbox"/>	⊕ Professional and technical services	540000	6,892	6,899	7	0%
<input type="checkbox"/>	Management of companies and enterprises	550000	2,980	2,988	8	0%
<input type="checkbox"/>	⊕ Administrative and waste services	560000	6,567	6,575	8	0%
<input type="checkbox"/>	Educational services	610000	3,144	3,146	2	0%
<input type="checkbox"/>	⊕ Health care and social assistance	620000	18,222	18,233	11	0%
<input type="checkbox"/>	⊕ Arts, entertainment, and recreation	710000	2,089	2,091	2	0%
<input type="checkbox"/>	⊕ Accommodation and food services	720000	11,514	11,523	9	0%
<input type="checkbox"/>	⊕ Other services, except public administration	810000	8,189	8,200	11	0%
<input type="checkbox"/>	⊕ Government	900000	18,855	18,862	7	0%
Check All	Totals		151,861	152,306	445	0%

Note: Click on a category (Job Sector, Jobs, etc.) for definition.

Questions??



- **Gloria Dohman**
- **Associate Vice-President**
- **Strategic Effectiveness**
- **NDSCS, Wahpeton, ND**
- **Gloria.Dohman@ndscs.edu**