Developing Analytics Curriculum for the Community College: Training Today's Workforce for the Future
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Wake Technical Community College
Raleigh, NC

- Largest community college in NC
- 70,000+ students
- County population: 1 million
- The college is 52 years old.

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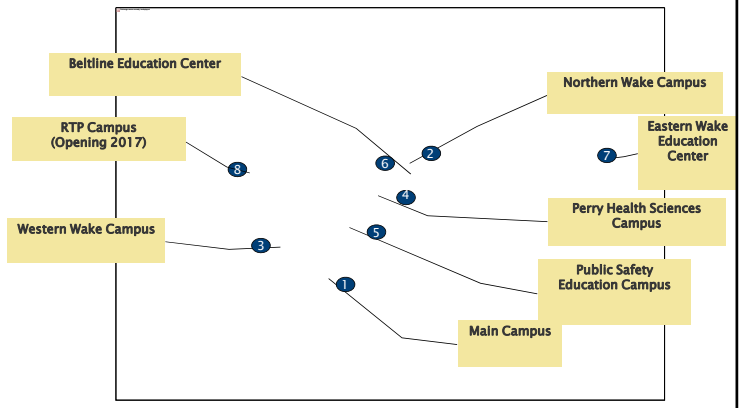

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DOLTAA TAACCCT Round 2 Grantee
Building Capacity in Business Analytics

- TAACCCT (Trade Adjustment Assistance Community College and Career Training) Program
- Partnership between the Department of Labor and the Department of Education
- Received award October 2012; offered our first course January 2013
- Focus: *employability in analytics fields*

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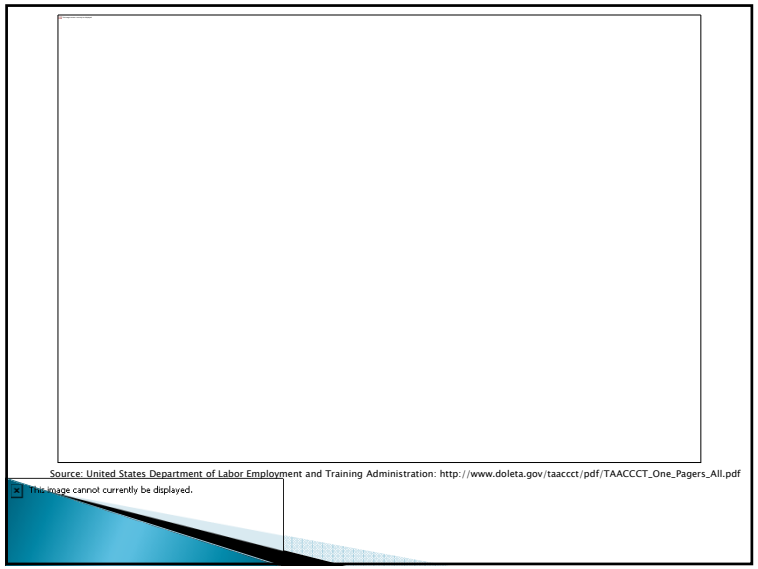

Source: United States Department of Labor Employment and Training Administration: http://www.doleta.gov/taaccct/pdf/TAACCCT_One_Pagers_All.pdf

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The importance of the community college

- Open enrollment
- Accessible
- Fewer perceived obstacles
- Fewer 'start-up costs'
- Cost-to-benefit
- Flexibility
  - Scheduling
  - Modality in learning
- Likeminded student colleagues

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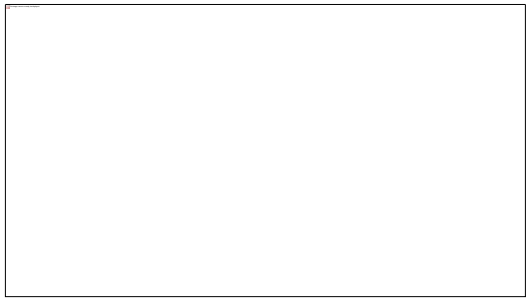

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Initial challenges

- No other AAS program or the like to benchmark:
  - Traditionally offered at the graduate level
  - Traditionally statistics and/or IT-Database tracked
- Employability in a field that typically hires individuals with at least a Bachelor degree, usually a graduate degree
- Program is open enrollment and requires little to no prerequisites (developmental math and English).
- Online/hybrid most popular.
- Accelerated online most popular.
- Difficult to find qualified faculty (at our salary range).
- Lack of industry consensus "what is analytics"

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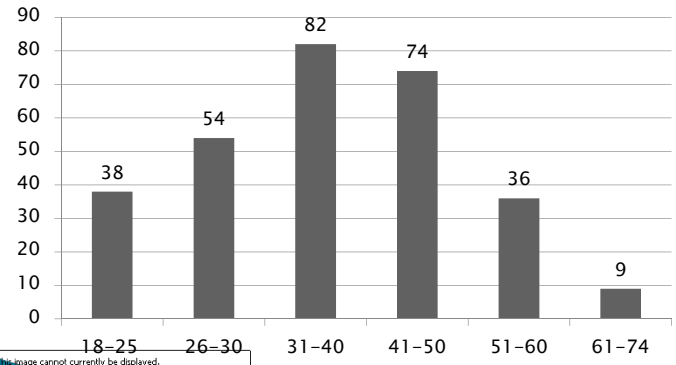
Structured pathways

- Clear program structure with a balance between flexible and prescriptive options
- Provide timeline and sequence that keeps students on track to completion
- Align courses with transfer and articulation options
- Encourage degree and credential declaration early
- Limit elective choices

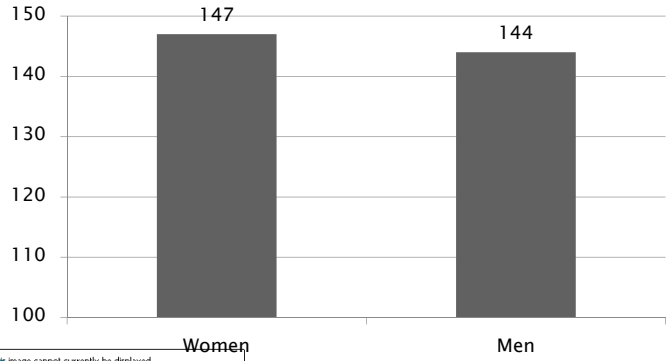
Strategies

- Industry partnerships
- Networking and attending specialty group meetings
- Student-centric program hosted events
- Internships and adopting real-world projects
- Focus on problem solving and application versus theory
- Boot camps and other resources
- Accelerated program/certificates
- Structured pathways
  - Latticed credentials
  - Industry certifications

Who are the students



Who are the students



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Serving underrepresented populations in stem-related careers

- Women
- Veterans
- Underserved populations

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Motivators

- Career transition
- Upward mobility
- Quality of life

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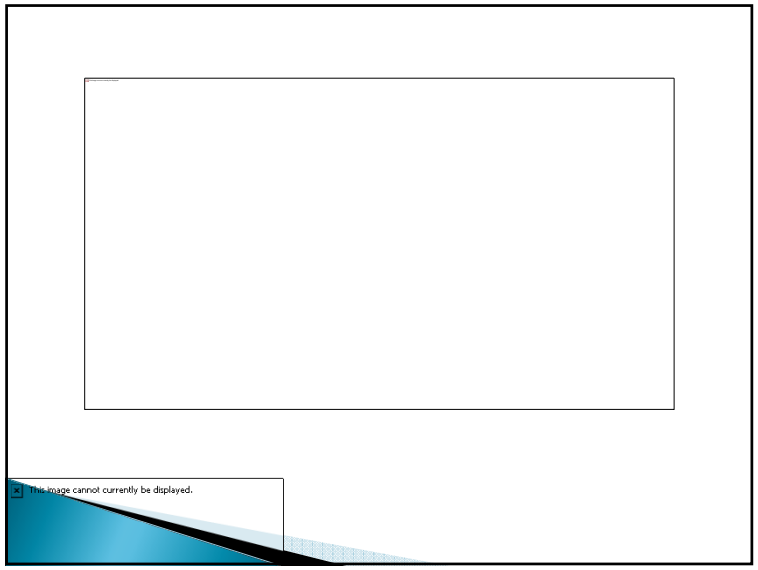
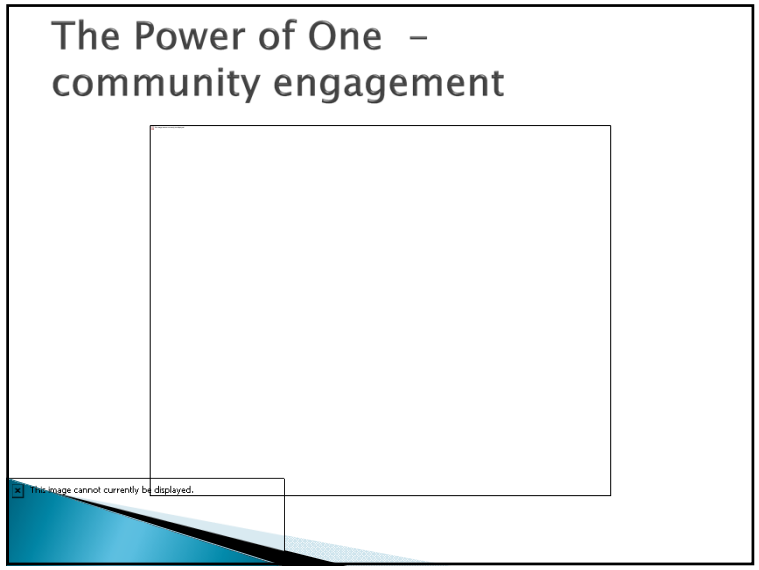
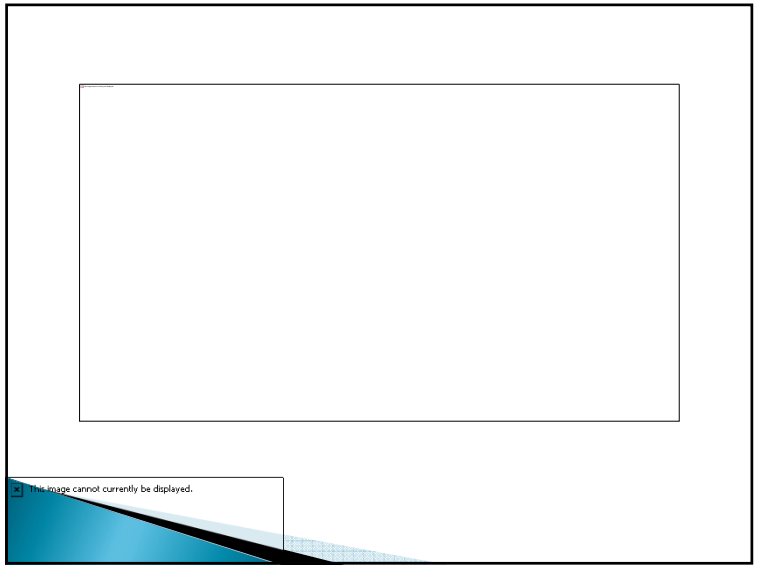


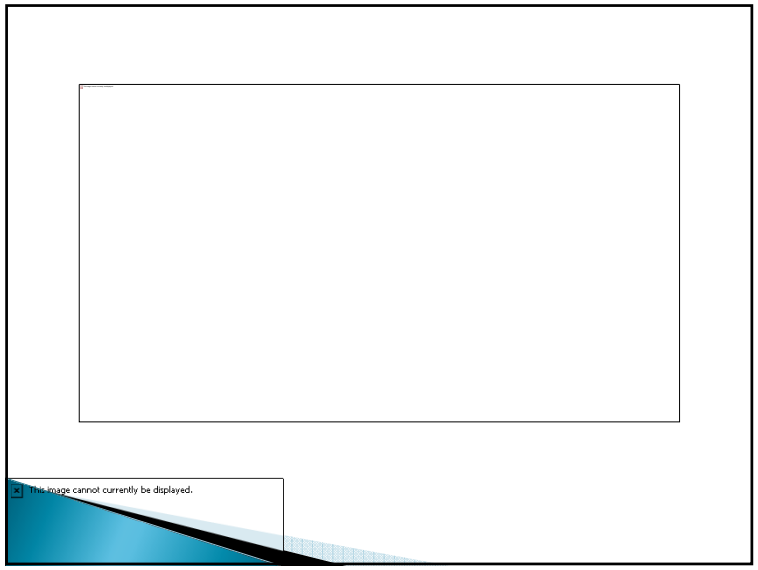
The Power of One – community engagement





Moving forward

- Call for interest in the creation and mobilization of an association for the support and training of women and underserved populations in analytics fields.



"This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership."

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