

# CAUCE 2025

Brock University • Niagara • May 28-30

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Knowledge Knows No Boundaries



## CAUCE

Canadian Association for  
University Continuing Education



# Beyond the LMI Dashboard: Candid Experiences from the Front Line

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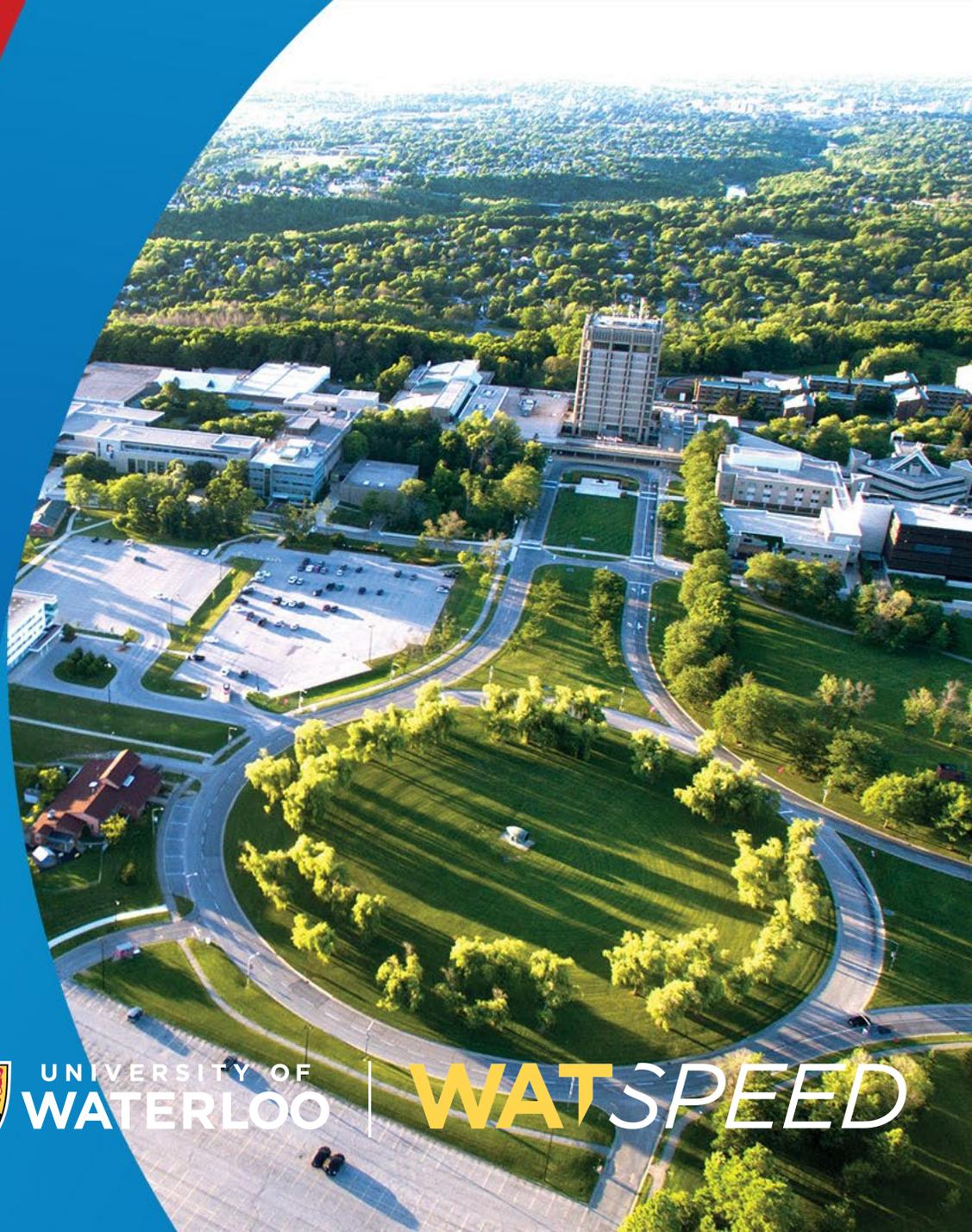
Austin Hracs, Director of Strategic  
Partnerships, Vicinity Jobs @ The  
Conference Board of Canada

Melanie Hains, Market Research  
Specialist, WatSPEED @ University  
of Waterloo



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# Speakers



**Austin Hracs**

Director of Strategic Partnerships

VICINITY JOBS @ The Conference  
Board of Canada



**Melanie Hains**

Market Research Specialist

WatSPEED @ The University of Waterloo

**The Conference  
Board of Canada**



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# Session Overview & Context

- Session objectives
- Overview of the CAUCE-Vicinity Jobs pilot
- Using Mentimeter to guide us and hear from you in real time

Join at [mentimeter.com](https://mentimeter.com) | use code **6209 9341**

Mentimeter

My favourite kind of animal is...



leader focus  
creative  
bold fast  
transpiration  
inspiration

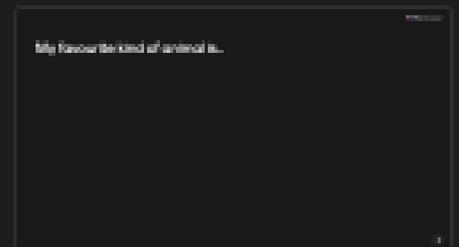
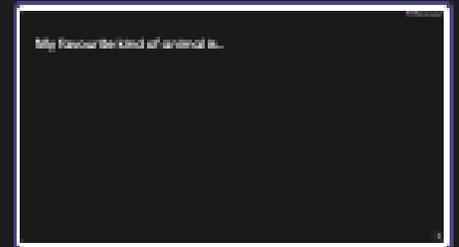


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# Moving Beyond the Dashboard: How Data Shapes Decisions

*Some of what I've heard...*

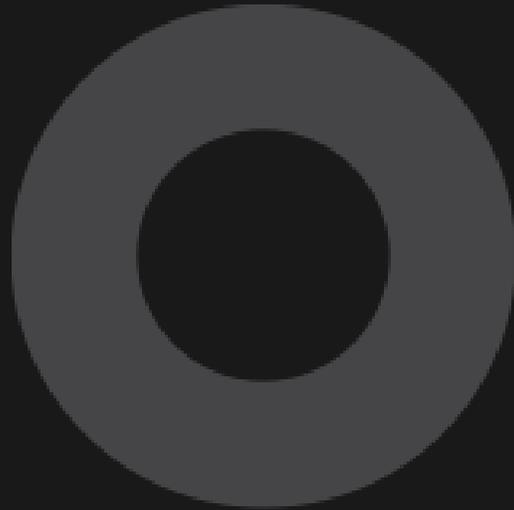
*And what is your experience?*

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Your connection seems to be unstable. Some features

# Which of the following best describes how you currently use LMI in your work?



- Program ideation and assessing labour shortages and skill gaps
- Evaluating and updating existing programs (e.g., curriculum alignment)
- Projecting financial viability and market demand for programs
- Assessing market saturation and competition from other institutions
- Using LMI in marketing materials (e.g., job trends, wages, and skills)

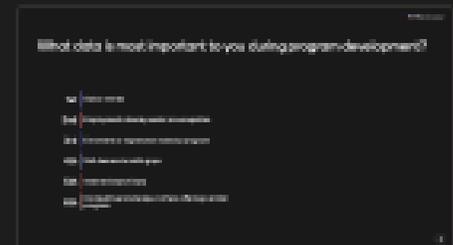
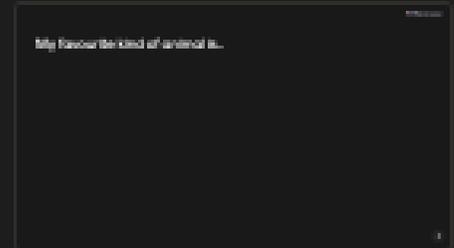


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# What data is most important to you during program development?

- 1st | Salary trends
- 2nd | Employment rates by sector or occupation
- 3rd | Enrolment or registration rates by program
- 4th | Skill demand or skills gaps
- 5th | Internet Search Data
- 6th | Competitive landscape / others offering a similar program

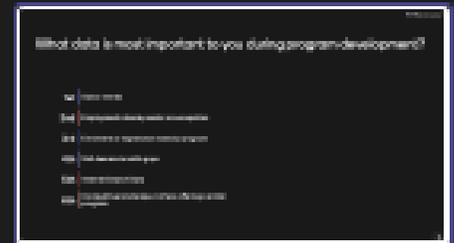
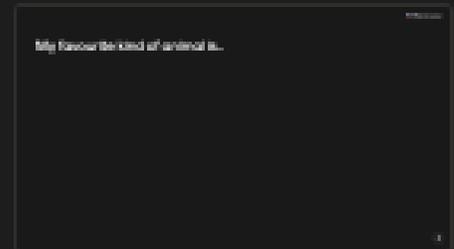


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# Front-Line Experiences: Challenges and Triumphs

- Establishing market research function
- Triumph: efficient decision-making
- Challenge: lack of granular data



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What challenges have you encountered when trying to integrate LMI into program development?

0  
Lack of faculty buy-in

0  
Difficult to interpret Data

0  
Limited internal expertise

0  
Inconsistent data formats

0  
Difficulty communicating insights



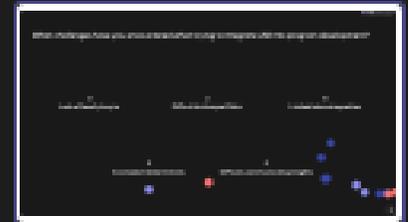
AH

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- What data is most important to you during program development?
- 1) Student
  - 2) Faculty
  - 3) Alumni
  - 4) Industry
  - 5) Community
  - 6) Other



- What barriers proved most consistent use of LMI in your team?
- 1) Lack of faculty buy-in
  - 2) Limited internal expertise
  - 3) Inconsistent data formats
  - 4) Difficulty communicating insights
  - 5) Other

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# What barriers prevent more consistent use of LMI in your team?

1st | Budget

2nd | Lack of Training

3rd | Time

4th | Tools too complex

5th | No Mandate



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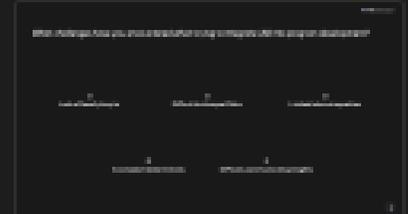
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- What details are most important to you during program development?
- 100% Budget
  - 0% Time
  - 0% Tools
  - 0% Training
  - 0% Mandate



- What barriers prevent more consistent use of LMI in your team?
- 100% Budget
  - 0% Time
  - 0% Tools
  - 0% Training
  - 0% Mandate

# 20,000+ JOB ADS

EXPLORING CANADA'S LABOUR MARKET!  
INSIGHT FROM OVER 5 MILLION JOBS,  
INDUSTRY & OCCUPATIONAL  
TRENDS. INVESTIGATE TRENDS THAT WILL  
ANSWER QUESTIONS LIKE:

## Interactive Audience Session: Data in Action Cybersecurity Program Scenario...

WHAT SKILLS ARE TRENDING?

WHAT ARE EMPLOYERS LOOKING FOR?

WHERE IN CANADA IS THE DEMAND?

WHAT DO THE PROJECTIONS LOOK LIKE?

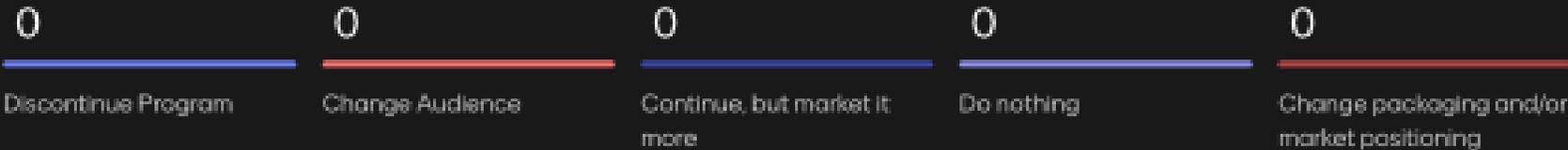
HOW DO POST-SECONDARY PROGRAMS CONNECT TO  
DEMAND?



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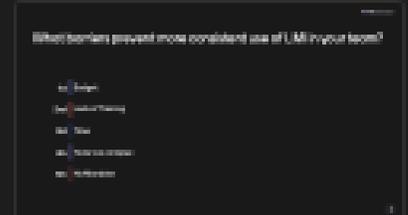
# You have a struggling Cyber program offering, what would you do?



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# 20,000+ JOB ADS

EXPLORING CANADA'S LABOUR MARKET!  
INSIGHT FROM OVER 5 MILLION JOBS,  
INDUSTRY & OCCUPATIONAL  
TRENDS. INVESTIGATE TRENDS THAT WILL  
ANSWER QUESTIONS LIKE...

WHAT SKILLS ARE TRENDING?

# Let's dig into the data!

WHAT ARE EMPLOYERS LOOKING FOR?

WHERE IN CANADA IS THE DEMAND?

WHAT DO THE PROJECTIONS LOOK LIKE?

HOW DO POST-SECONDARY PROGRAMS CONNECT TO  
DEMAND?



QUICK  
SEARCH



ADVANCED  
SEARCH



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# Knowing what you now know, what would you do with the Cyber program?

0

Discontinue Program

0

Change Audience

0

Continue, but market it more

0

Do nothing

0

Change packaging and/or market positioning



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0

What changes have you made or are you considering to improve the program's effectiveness?

0 0 0

0 0

What barriers prevent more consistent use of LMI in your team?

- (a) None
- (b) Lack of training
- (c) No time
- (d) No resources
- (e) Lack of interest

You have a struggling Cyber program offering, what would you do?

0 0 0 0 0

Considering what you now know, what would you do with the Cyber program?

0 0 0 0 0

# Collaborating Across Teams: Aligning Research, Marketing, and Faculty

Align	Build	Overcome
Align teams early	Build shared understanding	Overcome resistance



# Candid Lessons: What Works, What Needs Refining, and What's Coming Next

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Coming Soon to the Trends Navigator...

The Public-Facing Labour Market Widget & One Button Reporting

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# Questions & Answers

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# Thank You

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*[MHains@UWaterloo.ca](mailto:MHains@UWaterloo.ca)*

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