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Skills Intelligence Tools for HEIs Offer Alignment: The Labour Market Reports

Amid rapid technological advancement, the proliferation of artificial intelligence, the global transition towards sustainability, and the enduring impact of the COVID-19 pandemic, higher education institutions (HEIs) are increasingly challenged to adapt to evolving labour market dynamics. Recent findings by the Boston Consulting Group and the Burning Glass Institute reveal that 37% of the most in-demand job skills have changed within the past five years, with 20% of these skills being entirely new.

This session introduces a case study of the Universitat Oberta de Catalunya's Labour Market Research and Analysis Unit (UPAL), which has developed a set of skills intelligence tools grounded in advanced labour market data analytics. The project integrates a range of data sources, including over 10 million online job postings (OJVs) from Lightcast, ESCO occupation-skill mappings, primary data from interviews and workshops with employers and sector experts, and a review of cutting-edge international and local reports and literature on emerging trends.

In addition to producing a comprehensive labour market report that aims to identify current and future occupational shifts, the project also delivers an interactive tool that enables academic staff and programme directors to explore job–skill relationships, geographic and sectoral trends, and programme-specific indicators.

This case exemplifies how HEIs can leverage emerging research methodologies and data technologies to build agile, skills-driven learning ecosystems that are better aligned with ongoing societal and labour market transformation.

Video

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