Career Data Usage Matrix

burningglass TECHNOLOGIES

TOP OF THE FUNNEL

Awareness-building and lead generation

Catch prospective students' attention

+ Advertising
+ Prospecting emails
+ Social media
+ PPC search ads
+ Postcards

GOAL	DATA TO USE	SUGGESTED FORMATS
Attract prospective students who want to work in a growing field with lots of job opportunities	Number of current and/or projected openings for career areas or job titles with large demand and/or high growth	Infographic, listicle, line or bar chart, bulleted list, article headline, hotspot or bubble map
Attract prospective students who are interested in increasing their earning potential	Current and/or projected salaries of top-earning career areas or job titles	Infographic, listicle, line or bar chart, bulleted list, email subject line, article headline
Use career paths for high profile jobs, like a private detective or photojournalist, as examples to show prospects how they work	Curated list of popular career areas or job titles identified as realistic outcomes for your institution's programs	Infographic, listicle, email subject line, article headline

MIDDLE OF THE FUNNEL

Nurture and engage leads

Guide prospective students toward specific programs

+ Program information webpages
+ Brochures and flyers
+ Blog posts and articles
+ Videos
+ Nurture emails
+ Workshops

GOAL	DATA TO USE	SUGGESTED FORMATS
Illustrate that a specific program leads to real-world career paths (eliminate concerns about programs not actually preparing students for real jobs)	All career areas or job titles identified as realistic outcomes for your institution's programs and/or skills, abilities, and knowledge taught throughout a specific program	Infographic, case study/blog post, bulleted list, in-depth career profiles, data table, interactive career discovery tool, T-chart to compare with skills sought by employers
Show return on investment for specific program (eliminate concerns about poor ROI)	Current and projected salary for careers identified as realistic outcomes for the program	Infographic, case study/blog post, line or bar chart, data table, hotspot or bubble map, ROI calculator
Demonstrate long-term viability of a specific career path (eliminate potential concerns about a career path becoming obsolete)	Historical and projected job growth of careers related to the program	Infographic, case study/blog post, line or bar chart, data table, flowchart of promotion/advancement opportunities
Create vision of post-graduation success (eliminate concerns about unemployment or underemployment)	Top industries or employers for career paths related to a specific program	Case study/blog post, bulleted list, employer or industry profiles

BOTTOM OF THE FUNNEL

Convert leads

Convince prospective students to apply/enroll

+ Personalized emails and letters
+ Conversations with admissions staff

GOAL	DATA TO USE	SUGGESTED FORMATS
Create a sense of urgency (avoid delayed action)	Projected future salary (compared against prospective students' current salary)	Lifetime ROI calculator, narrative text
Increase confidence in program and career choice (overcome doubts)	For a specific program and career goal combination: + Current and projected job openings + Specific job titles and associated salaries + Skills learned in program compared with skills sought by employers + Top local employers	Personalized report, face-to-face or phone conversations