

# MONITOR THE MARKET DEMAND FOR THE SKILLS YOU TEACH



## Problem:

The job market is highly dynamic, which means the demand for skills is subject to change over a relatively short time. Consequently, educators are unable to design curriculums that are always job market-ready. Planning curriculums without analyzing real-time trends leads to issues like:

- Low-value or redundant courses
- Training students in irrelevant skills
- Low employment rate

## Solution:

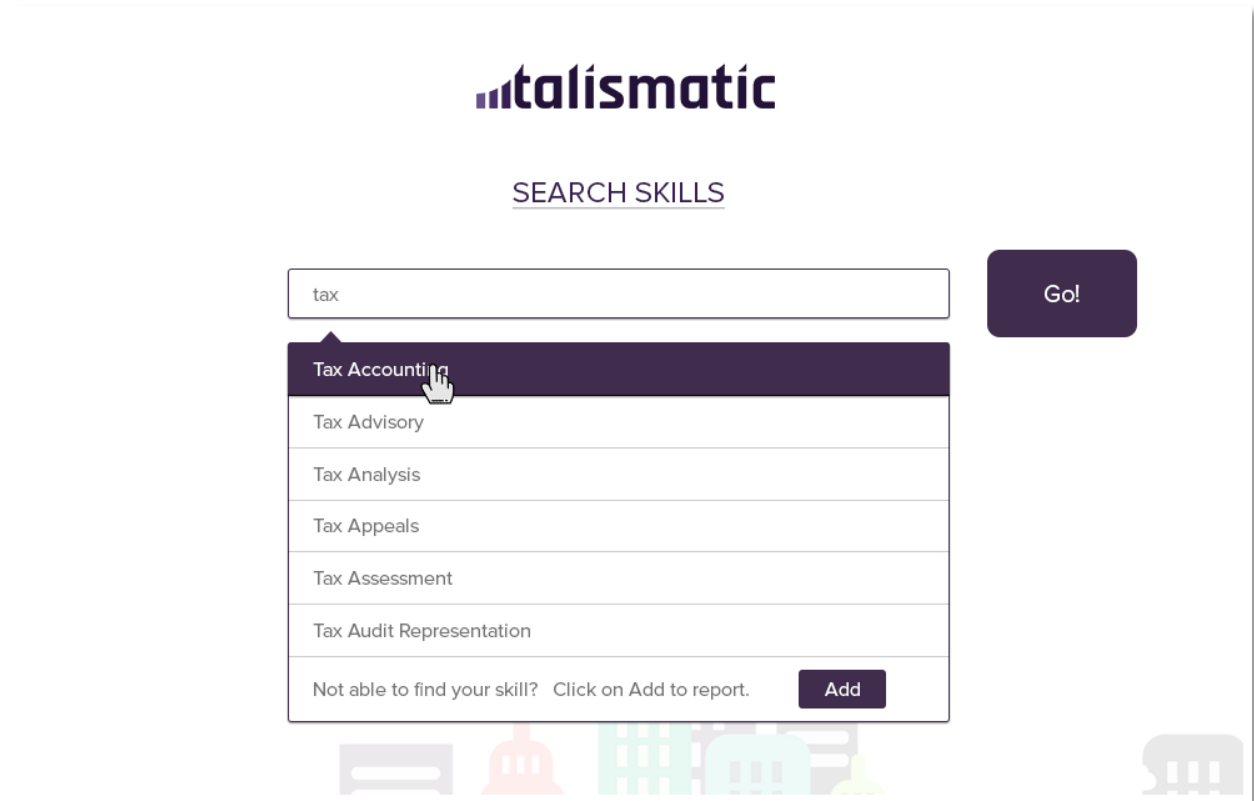
### Talismatic's Job Market Demand

Talismatic's education analytics platform helps educators to monitor the change in demand for skills in the labor market and to identify the skills witnessing an upward trend. This enables educators to create curriculums that are future-ready.

Here's how to go about it...

## Search for skills

- Log in to the Talismatic educational analytics portal. In the search box labeled 'skills', start typing the skill(s) you wish to evaluate, and select from the drop-down list that appears. Click on 'Go'.

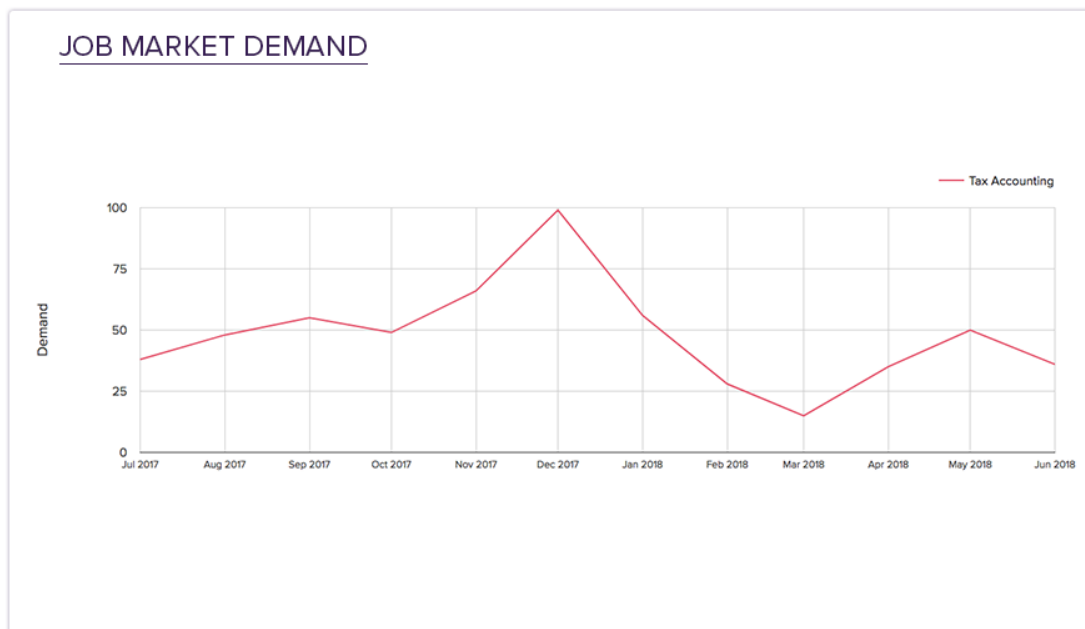


- You are led to the Talismatic Job Market report page that gives you a detailed overview of the job market through different widgets. It includes comprehensive information such as the cities and companies where the chosen skills are in demand, how long it takes to get a job in those cities, what job titles to aim for, which skills go well together, when to apply for jobs, and how the demand has changed in the recent months, and more.



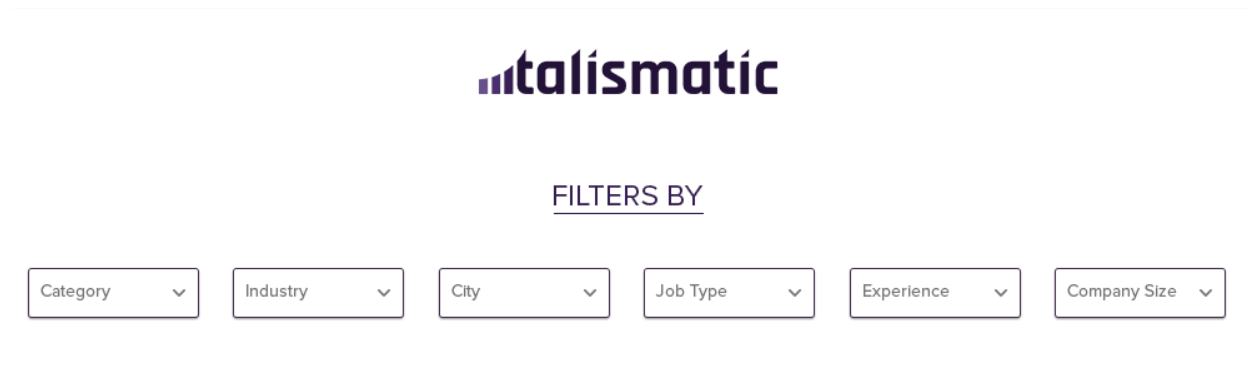
## Track the trend

- The 'Job Market Demand' widget shows the change in demand for a chosen skill over the past twelve months.
- The demand is shown in percentages, which means that a 100% is where the demand is at its peak and all the other values are relative to that peak. The Job Market Demand for the skill 'Tax Accounting,' for instance, shows a peak in December 2017, while currently heading into decline.

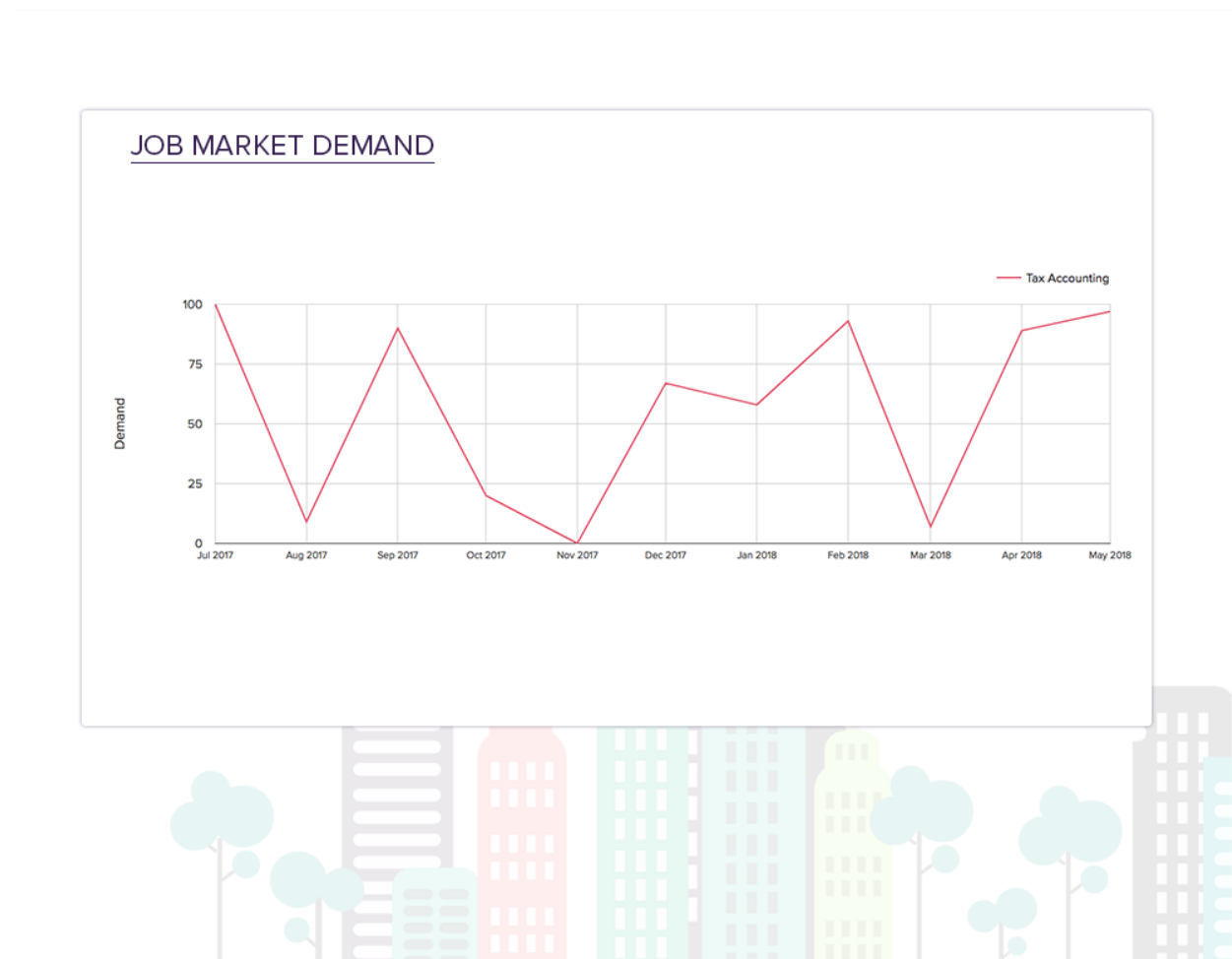


## Refine the search

- Use one or all of the six available filters to gain more in-depth and customized information.



- For instance, to know the demand trend for Tax accounting in small organizations, i.e., organizations having 2 to 10 employees, select '2-10' from the Company Size drop-down list in the 'Filter by' section. The resulting graph shows that the peak in hiring was before a one year period, and shows an uptrend in the most recent months. This indicates a potential increase in hiring candidates for Tax Accounting in small businesses.



## Benefits

- Up-to-date curriculums
- Market-ready graduates
- Increased employment on graduation rate

Talismatic's labor market analytics enables educators to identify courses that have high future potential and the ones that are heading towards redundancy. This helps educators create an optimally curated program that ensures high employability of students.

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