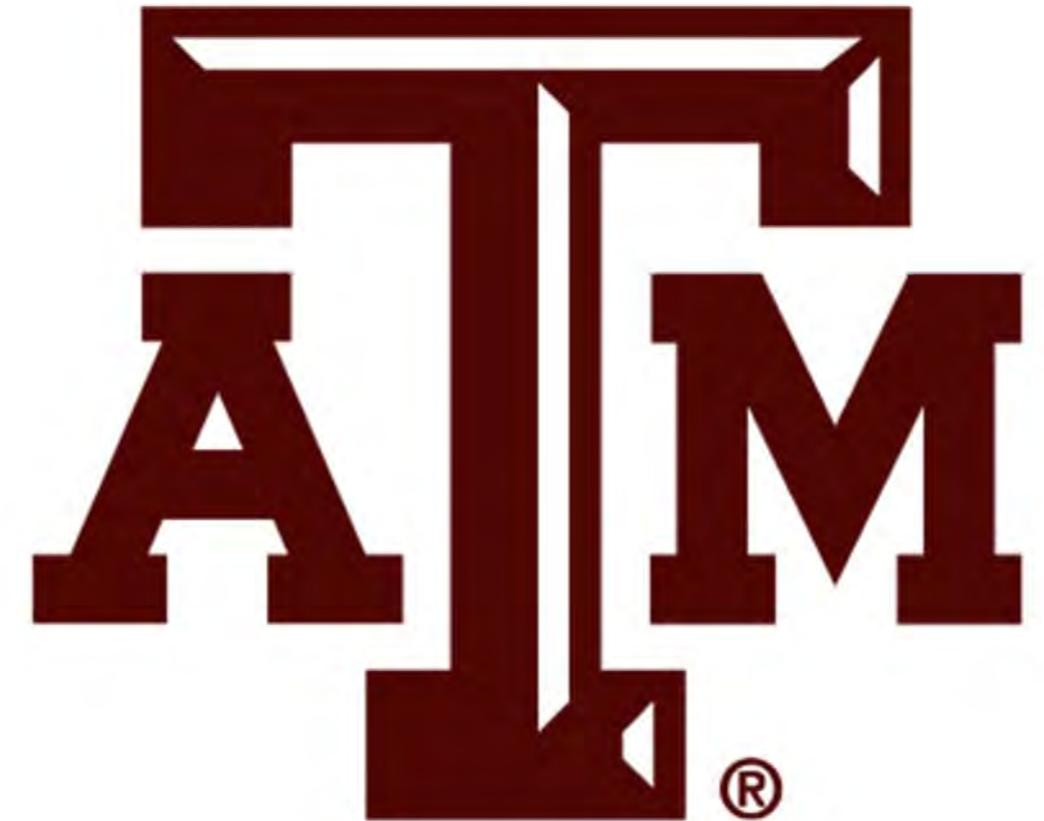# Data-Driven Pathways

TAMU & Lightcast Collaboration: Enhancing Student Career Success through Strategic Alignment and Data

FEBRUARY 26, 2026

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Chief Data Management Officer & Assistant Vice President
AND
Ana Rivera '24
Data Project Manager

Project Overview & Mission

A strategic collaboration to develop a customized eIMPACT data dashboard aimed at enhancing career opportunities for students. This initiative equips students with actionable data linking degree programs to real - world job opportunities while supporting TAMU's land- grant mission.

Core Purpose & Impact

Access & Mobility

Fosters access to education and economic mobility for all students

Workforce Readiness

Prepares graduates for high-demand careers with real - time market data

Student Success

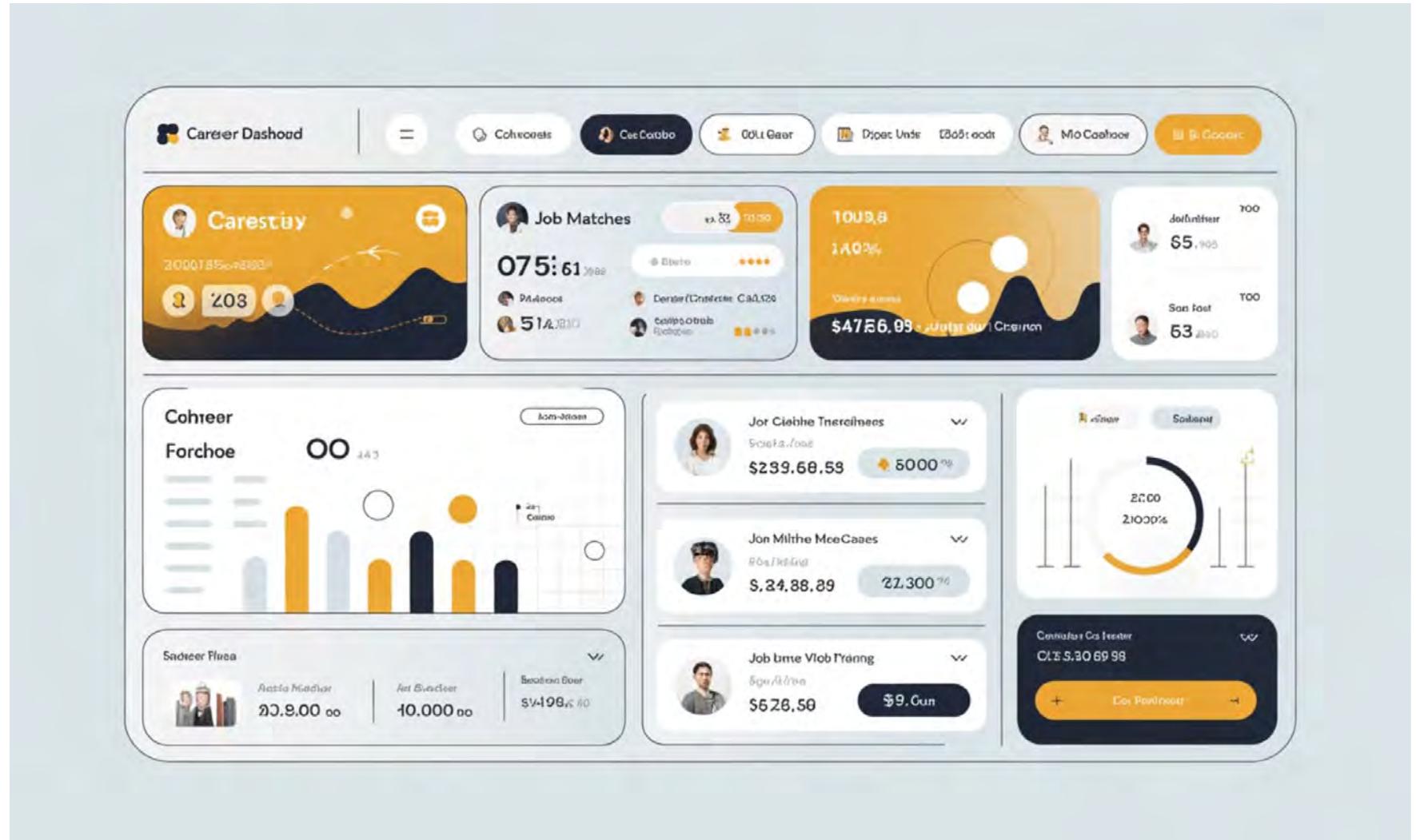Transparency encourages enrollment, persistence, and timely completion

The Solution: Student-Centric Dashboard

Connecting Competencies to Careers

A comprehensive dashboard designed to promote persistence and completion by matching students with opportunities based on their specific degree programs and acquired competencies.

- Tailored job information aligned to degree programs
- Market transparency with critical data points
- Shareable format for easy application tracking

Market Transparency Features

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Wages & Earning Potential

View salary ranges and earning trajectories for specific career paths

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Job Growth Projections

Access real‑time data on expanding industries and opportunities

Required Skills

Understand competencies needed for target roles and career advancement

Advanced Tools & Personalization

Skill
Assessment

Data Analysis

Career
Recommendations

Workforce Visualization

Lightcast's eIMPACT visualizations provide:

- Geographic insights into job markets
- Skill gap analyses for career planning
- Real- time job posting trends

Recommendations generated through comprehensive assessments including six- question skill evaluations, interest inventories, and prior learning analyses.
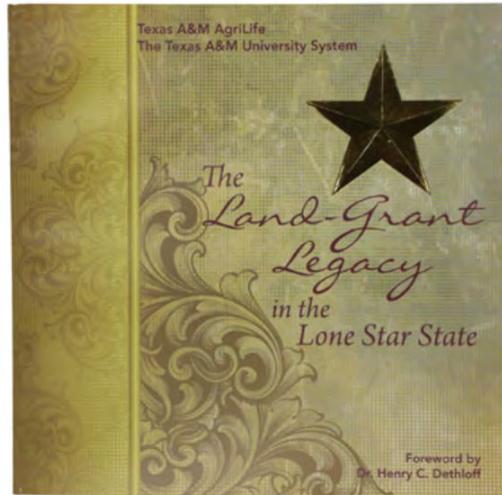
Commitment to Veterans

Military Alignment

Maps Military Occupation Codes (MOCs) to civilian positions, seamlessly aligning military training with new career paths

Inclusive Excellence

Reflects TAMU's identity as a veteran - friendly institution committed to supporting those who served

Strategic Alignment

01

Land-Grant Mission

Promotes economic mobility by connecting academia to workforce outcomes and enhances public service through data‑driven guidance

02

State of Texas Strategic Plan

Supports "Building a Talent Strong Texas" by increasing completion rates and aligning programs with labor market needs, To ensure 60% of Texans aged 25‑64 possess a certificate or degree by 2030.

03

TAMU Strategic Plan

Delivers transformational learning via personalized tools and strengthens economic impact by preparing graduates for high‑demand careers

Impact & Best Practices

An Exemplar Model

Leveraging real-time data for workforce development and career transitions

- **Best Practices**

  A model for supporting career transitions through innovative technology

- **Inclusive Access**

  Resources supporting the varying student needs and strengthening economic impact
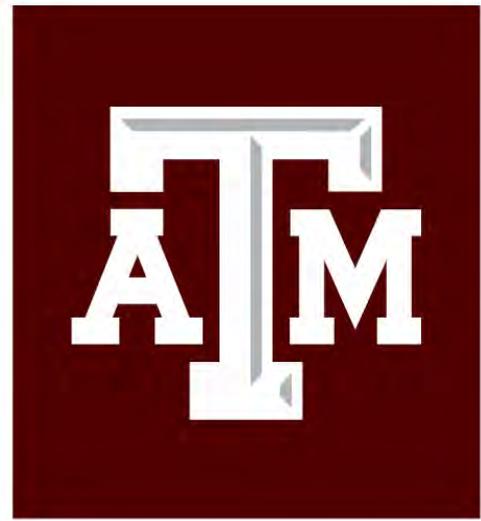
- **Clear Guidance**

  Data-driven career pathways advancing university mission and strategic priorities

Quiz Time- Kahoot

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Thank You

Scan the QR code to complete the session survey.