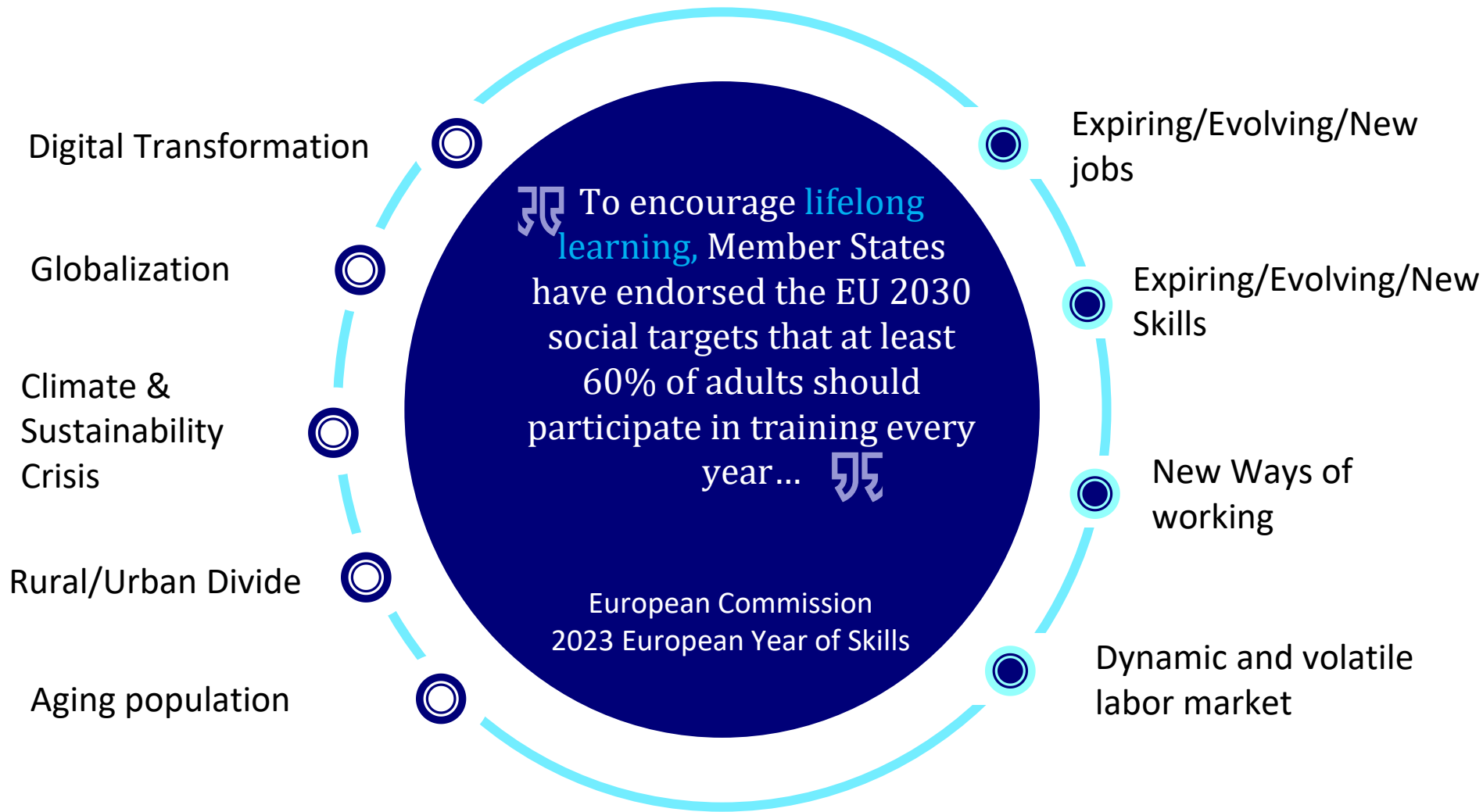
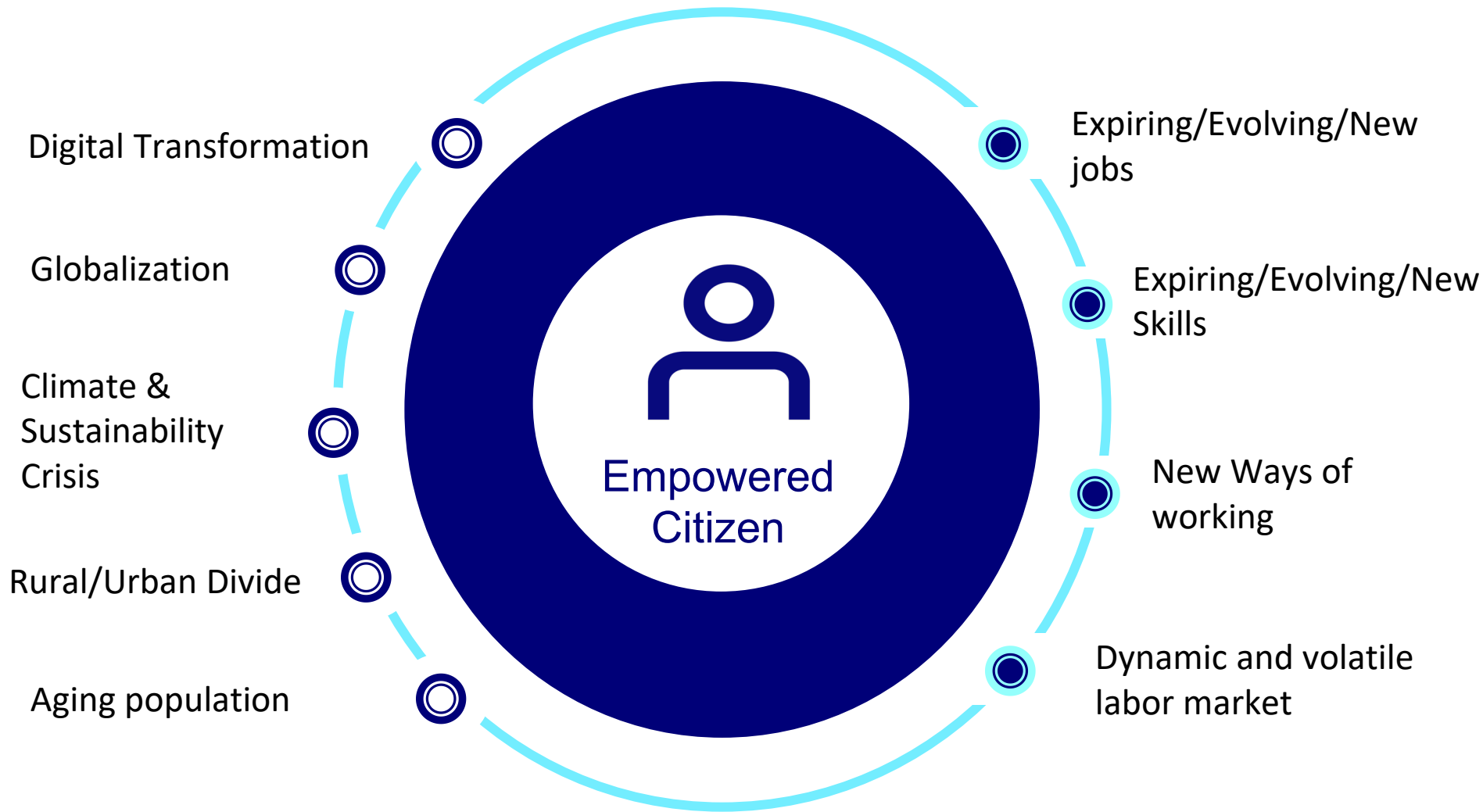


# Unit of Skills Alignment and Labour Market Analysis (UPAL)

**How do we provide quality lifelong learning to meet the needs of individuals and organizations in rapidly changing work environments?**

# Problem Context





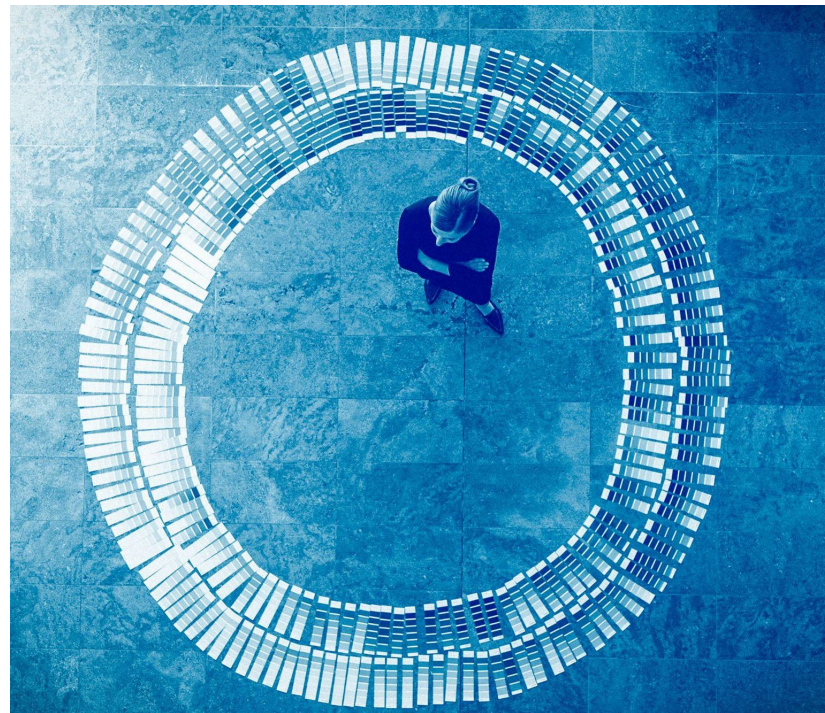
# **Unit of Skills Forecasting and Labour Market Intelligence**

- Forecasting and LMI for skills anticipation and matching
- Skills Forecasting and skills demand analysis for lifelong learning of individuals and organizations
- RD&I→design of lifelong learning pathways to respond to such skills needs.
- Evaluation of the impact of Labour Market and Continuous Education Policy

## For:

- Higher & Continuous Education Institutions
- Citizens and Lifelong Learners
- Workers and Organizations

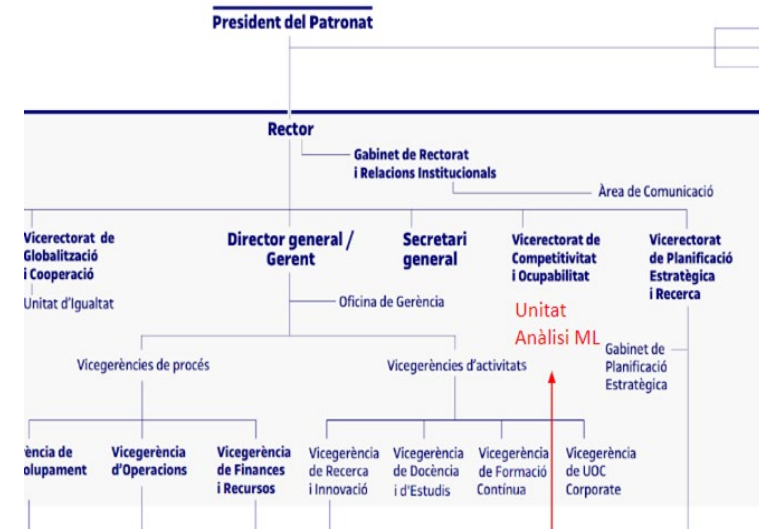
... it becomes increasingly difficult to keep up to and act on these changes



# The UOC response







Create a unit within the university whose mission is to generate **scientific knowledge** about:

- **Skills-demands** across relevant industries and sectors
- **Citizens** needs for lifelong learning and continuous education
- Dissiminate knowledge to empower **UOC students/alumni, Program Directors** and **society**





## A multidisciplinary team

| Member             | Photo  | Bio  |
|--------------------|--|--|
| Carles Bruguera    |   | Doctor of Education and ICT (e-learning). His career has combined a dual-pronged approach to digital communication, in collaboration with different institutions and digital media, and academic research, with a focus on studying and improving higher education online ( <a href="#">LinkedIn</a> , <a href="#">Researchgate</a> ).                           |
| Marina Muñoz       |   | Master's in Economic Research from the University of Valencia. Its field of research is Applied Economics and Statistical Methods ( <a href="#">LinkedIn</a> ).  |
| Federico Christman |   | Mg. in Economics. Its field of research is Applied Economics, particularly the Labor Economics. He also has interests in Data Science and Statistical Learning ( <a href="#">LinkedIn</a> ).   |
| Carmen Pagés       |   | Head of the Unit and researcher of the UOC's Department of Economy and Business. Doctor of Economics at Boston University. He has previously held various research and management positions at the Inter-American Development Bank and the World Bank. His field of expertise and research is Work Economics and Lifetime Training ( <a href="#">LinkedIn</a> ). |
| Mitchell Peters    |   | Mitchell Peters is a post-doctoral researcher and educational developer. In the field of educational technology, his research interests include lifelong learning and online higher education with an emphasis on interdisciplinary, mixed methods, and critical perspectives ( <a href="#">LinkedIn</a> , <a href="#">Google Scholar</a> ).                     |
| Natalí Basílico    |  | Master's degree and candidate for Doctor of Economic Sciences. He has taught and managed at universities in Argentina and Mexico. His research interests include Sustainable Development Economics and Labor Economics ( <a href="#">LinkedIn</a> , <a href="#">Researchgate</a> ).  |

# Cómo operamos



## We collect and analyze information about:

- Occupations, **competencies**, education and experience demanded in the labor market (vacant)
- Primary data from companies and workers/students
- Learning offer

## We offer recommendations...



**STUDENTS/  
WORKERS**

- Professional Trajectories
- Courses and training pathways



**TEACHERS/  
ADMINISTRATION**

- Relevance for UOC educational offering
- Curriculum and program renewal

## Labour Market Insights Reports



Reports for each job market study  
of our educational programs

## GPS PROFESIONAL



Virtual career guidance tool for  
students and alumni

## DRSKILL@U



Promote modularized *reskilling* and  
*upskilling thru career guidance*

## MCE



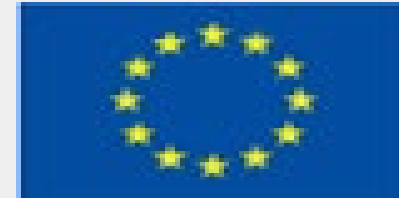
Research student preferences for  
microcredentials

## PROJECTA'T



Career orientation and skills  
forecasting for companies and  
working professionals

## EULEP



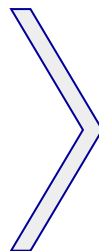
Identifies AI and VR VET needs in  
Catalonia

## 1/2 Project overview

Main objective:

Skills-demand  
Analysis

Career Orientation



Supporting workers from  
Catalonia in the **adaptation  
process** in the face of **changes  
in productive sectors** and in  
the jobs themselves



Project duration:  
**12 months**  
Starting date: **12-  
2022**



## 2/2 Project overview

Main objective:

Skills-demand  
Analysis

Career Orientation

Coaching  
sessions

Guide to define the career  
strategy and action plan

Tool  
(Lightcast  
Data and  
ESCO)



Reports  
(qualitative  
-mixed  
analysis)

Interviews

Questionnaires

Organization

Professionals

INFORMÀTICA

GESTIÓ I  
ADMINISTRACIÓ

COMERÇ I  
MÀRQUETING

THANK YOU!