

**Speaker: Dr. Rob Johnstone**

**Title:** Embedding Career Advising in Academic Pathways

**Audience:** Faculty/Advisor

**Topic:** Integrating Career Considerations into the Student Experience

**Summit track:** Curricular Engagement

**Objectives:**

- Introduce a framework to better understand how regional labor market data is necessary as a foundation for integrating career considerations into the student experience
- Explore Lafayette Parish, Louisiana's regional labor market data as a demonstration.
- Consider a set of mobilizing next steps for faculty, student services professionals, and administrators to more deeply integrate career considerations into the student experience.

**Session Description**

Colleges across the country are increasingly focused on enhancing their efforts to provide students with opportunities for career exploration, career advising, skill development, and clearer connections between their coursework and future careers. Before exploring how to provide these services, college leaders and front-line staff must thoroughly understand the unique characteristics and dynamics of their regional labor market, including identifying pathways to living-wage jobs and careers.

Over the past five years, the National Center for Inquiry & Improvement (NCII) has provided valuable customized labor market insights and guidance to college leaders and practitioners. This support aims to help them understand regional labor market data better and implement effective solutions that integrate career considerations to enhance the student experience. In early 2025, NCII organized this work into *NCII's Labor Market Data Framework for College Improvement*.

In this session, we will present an overview of the framework and showcase regional data from Lafayette Parish in Louisiana as a demonstration. Following this interactive exploration, NCII will engage participants in discussing actionable next steps for implementing these concepts.

**Speaker Bio**

Dr. Rob Johnstone is a practitioner-leader in the higher education reform movement, and he is the Founder and President of the National Center for Inquiry and Improvement (NCII). He established NCII in 2013 with the aim of assisting 2-year and 4-year colleges in developing structures, processes, and cultures that enhance and ensure equitable student completion, learning, and labor market outcomes. His approach to inquiry and improvement is both unique and engaging, combining the worlds of foundations, initiatives, and system-level policy changes with the real-life work of college practitioners and senior leaders. Dr. Johnstone has worked with over 500 colleges across the country in 45 states, bringing his passion and energy for authentic change to optimize the student experience and improve outcomes.