

Market Landscape Data Pack powered by



Better insights. More efficient and effective program reviews.

The new **Market Landscape Data Pack** unites Watermark's industry-leading program review software and Lightcast's trusted labor market data service to help higher ed leaders take advantage of critical labor market data to inform strategic initiatives in one cost-effective package.

Seamlessly integrate consistent, reliable data into your existing workflows with the **Market Landscape Data Pack** add-on for Watermark Planning & Self-Study.



What if you could...

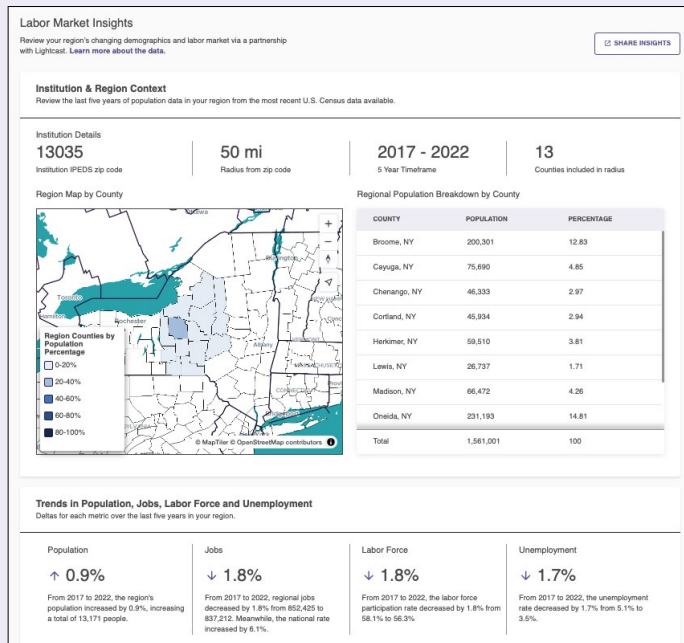
- Use trusted labor market insights to make strategic decisions and develop programs to up lift your students and community?
- Ensure reliable, trusted labor market and demographic insights are used in every program review, every time?
- Dramatically improve efficiency in gathering, analyzing, and distributing specific labor market data to each program reviewer?

"By integrating our labor market data directly into Watermark's software, we can help institutions save time, increase consistency and trust, and make more informed decisions about their programs and strategic planning."

- Chris Kibarian, CEO of Lightcast

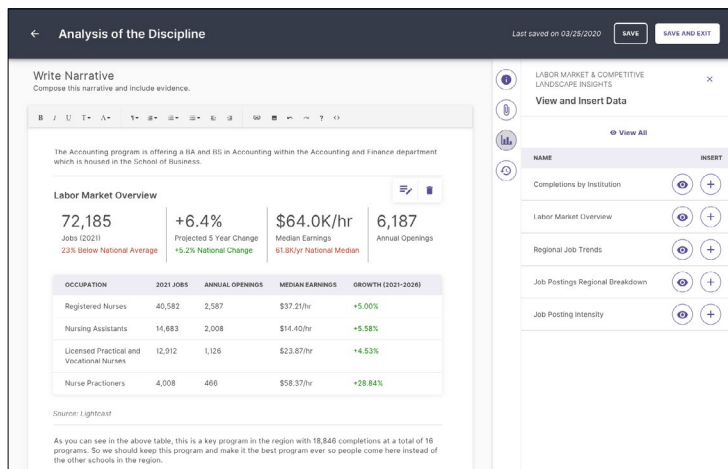
Lightcast and Watermark are better together.

Gain efficiency in your program review process with the power of Planning & Self-Study and the **Market Landscape Data Pack** combined.



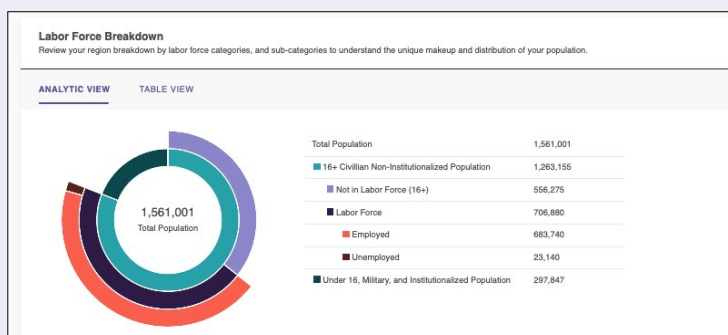
Access essential labor market and demographic data

- Reference regional demographics and changes in population, jobs, and unemployment.
- Keep a pulse on regional labor force trends and breakdowns.
- See the top 3 highest and lowest growing industries and occupations in your region.



Dramatically improve program review efficiency

- Automate the curation and distribution of labor market demand data.
- Access a table of data for Program Review.
- Filter out the noise with data scoped to your program discipline(s).
- Quickly and easily build data directly into program review narratives.



Make more informed decisions

- Give institutional leaders immediate insight into high-level trends for strategic planning and decision-making in the Watermark Insights Hub.
- Equip faculty with insights to tap during program review with direct integration into their workspace in Planning & Self-Study.