



USG 2.0 Industry Sector Hub Program Classifications With Amendments OCTOBER 2023

Introduction

As part of the ongoing work to support the USG 2.0 Strategic Plan rollout, we developed a new model for categorizing degree programs into industry clusters or “hubs.” This will streamline USG academic program engagement by helping to identify priorities of need and align resources for each industry hub, thus creating more robust opportunities for students. Furthermore, we envision that the success of this new model will be a testament to the collaborative power of USG’s multi-institutional partnership.

Methodology

Each degree program was categorized according to their Classification of Instructional Programs (CIP) taxonomy in alignment with the Maryland Higher Education Commission and the University System of Maryland Office of Institutional Research classifications. We then assigned degree programs at USG to “hubs” by their federal Standard Occupational Classification (SOC), as shown in the National Center for Education Statistics Integrated Postsecondary Education Data System (IPEDS) and is used by the Bureau of Labor Statistics. We consulted job functionality from labor market data compiled by Lightcast and the Department of Education for the programs without a definitive hub classification to determine the most appropriate hub placement. Lightcast, formerly known as Emsi Burning Glass, provides labor market analytics tools by aggregating government data, job posting data, and new hire profiles and offers the availability to dive deep into specific CIP and SOC codes. Programs without a precise hub classification include but are not limited to communications, construction management and technology, and hotel and restaurant management.

Programs can exist in the Primary Hub, primarily classified based on their SOC code or job functionality, and the Secondary Hub. The Secondary Hub is a classification for programs that may serve another industry outside their designated Primary Hub or have programming overlaps with another Hub. For example, Biotechnology and related Biosciences programs are categorized into the Health & Life Sciences Hub as their Primary Hub and STEM as their Secondary Hub, as these programs share common traits and activities with the STEM Hub. The APAC program representatives can request Secondary Hub classifications to ensure faculty, staff, and students are connected to relevant initiatives and programs.

The Quarterly hub meetings will represent programs identified in the Primary hubs. All programs with Secondary Hub designations will provide opportunities to provide valuable feedback to Industry Sector Hubs.



Amendments

In our July 2023 Hub review, the following changes were made to hub names and designations.

- The STEM Hub has been renamed to the Engineering and Technology Hub to reflect the programs within the hub.
- The UMES Construction Management Technology program has moved from the Public Service Hub to the Business Enterprise Hub. In reviewing the CIP code and associated SOC sources, program course offerings and descriptions, and expected learning outcomes, this program aligns with the Business Enterprise Hub.
- The UMES Hospitality and Tourism Management program has moved from the Public Service Hub to the Business Enterprise Hub. USM does not have this program listed under its business designation (as defined by the NSF); its CIP code is similar to other business programs that fall under the USM NSF business designation. Due to this similarity, combined with the management-focused curriculum offered in the program, this program should be under the Business Enterprise Hub.

We will regularly review and update these program and industry cluster alignments as necessary. Listing these classifications will be part of each Industry Sector Hub resource and be made available to the community as part of the ongoing communications of the strategic plan implementation.

If you have any questions, would like to request a change in classification for your degree program(s), and/or would like to request a secondary hub designation for your program, please contact Mary Lang at mlang4@umd.edu.