

# Adapt to organizational designs of 21st-century companies

5 ways institutions can address the college-career gap



**Offer job-critical certifications** to help students prepare for future careers.



**Invest in career and technical programs** aligned to employment projections and informed by wage analyses.



**Embed academic offerings with hard skills** to help students learn critical skills required for success in technical fields and liberal arts professions requiring technical proficiency.



**Provide opportunities to develop soft skills** demanded by employers such as communication, customer service, and self-motivation.



**Innovate career services**, including working with hiring managers to determine the skills looked for in new hires, and establishing employer advisory boards.

## About D2L

D2L believes learning is the foundation upon which all progress and achievement rests. Working closely with organisations globally, D2L has transformed the way millions of people learn online and in the classroom. Learn more about D2L for schools, higher education and businesses at [D2L.com](https://www.d2l.com).