

Job-Driven Vocational Rehabilitation Technical Assistance Center (JD-VRTAC)

Introduction to Labor Market Information (LMI) in a Job-Driven Economy

Presenters:

Hugh Bradshaw, Mary Wright, and Lois Joy

Mary V.L. Wright, Senior Program Director

Jobs for the Future



Mary V.L. Wright is Jobs for the Future's Senior Director for Demand-Side Engagement and Analytics, where she focuses on how to better link employer demands to the outcomes of training initiatives. She and her staff provide technical assistance to community colleges, workforce boards, and other entities to use labor market information to better align investments in education and training with the needs of the economy. She also spearheads the College Employer Collaborative, which takes employer-created online content to community colleges and helps match the employer demand for skills to the supply of educated talent. In addition, she is JFF's lead for the Job-Driven Vocational Rehabilitation Technical Assistance Center, a project funded by the Rehabilitation Services Administration of the Department of Education and managed by the Institute for Community Inclusion.

Job-Driven Center Goals

Improve skills of state VR agency staff, other rehab professionals & providers of VR services, who are trained to provide “job-driven” VR services & supports to PWD, employers & customized training providers.

Four Topic Areas:

1. Business Engagement
2. Employer Supports
3. Labor Market Information (LMI)
4. Customized Training Providers

www.explorevr.org

JD-VRTAC is funded by Rehabilitation Services Administration (#H264A140002)

Job-Driven Center Partners

Institute for Community Inclusion (ICI) at Univ. of Massachusetts, Boston

In Partnership with:

- Jobs for the Future (JFF)
 - Univ. of Arkansas
 - Univ. of Washington
- United States Business Leadership Network (USBLN)
- Association of University Centers on Disabilities (AUCD)
 - Bobby Silverstein, Power, Pyles, Sutter, Verville, PC

In Collaboration with:

- Council of State Administrators of Vocational Rehabilitation (CSAVR)
- National Council of State Agencies for the Blind (NCSAB)

Lois Joy, Senior Research Manager

Jobs for the Future



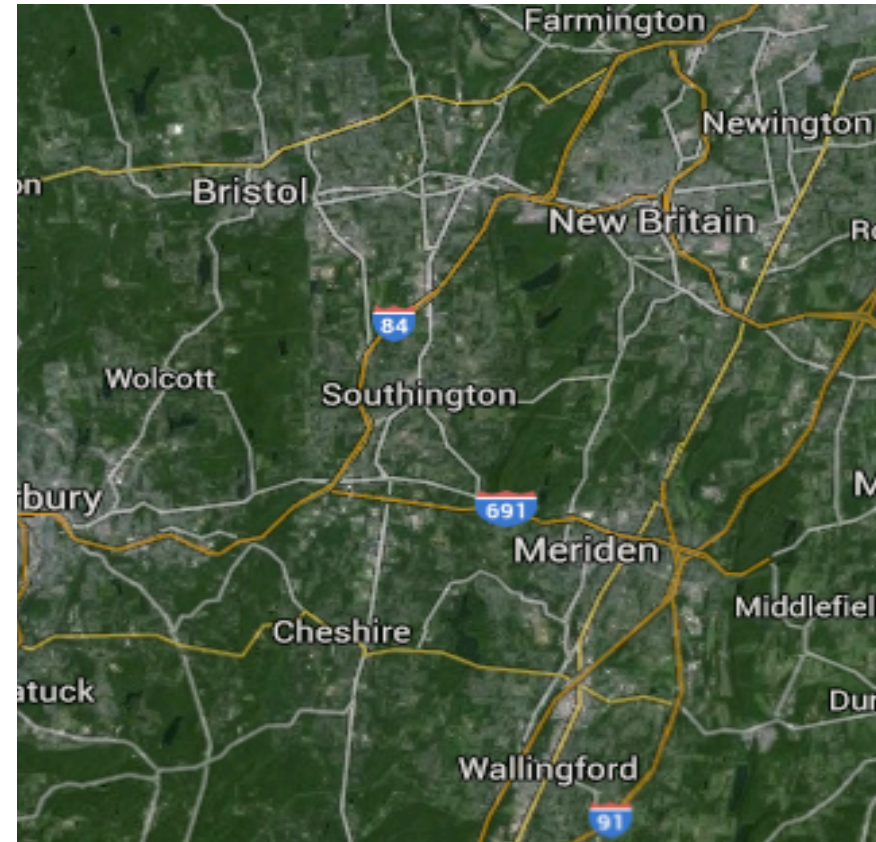
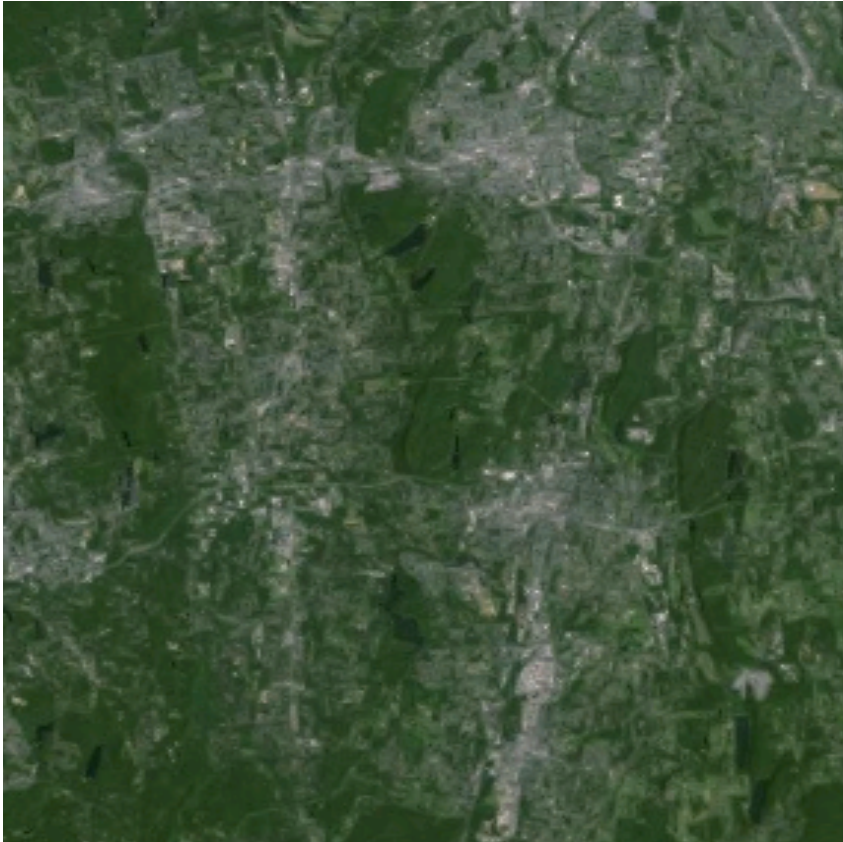
Lois Joy co-manages and leads JFF projects that help low-skilled adults advance to family-supporting careers while enabling employers to build and sustain a productive workforce. The focus of her work is on quantitative and qualitative analysis of education and employment opportunities for underrepresented groups in the middle-skills workforce.

Today's Agenda:

Using Labor Market Information (LMI) to prepare youth and adults with disabilities for work

- What is Labor Market Information (LMI)?
- How can it be used to help identify education, training, and employment opportunities for youth and adults with disabilities?
- LMI sources and resources
- Lessons from the field

Labor Market Maps of Opportunity



What is Labor Market Information (LMI)?

Labor Market Information can be defined as the systematic collection, analysis, reporting, and publishing of a broad range of data that describes current economic conditions within a given geographic area.

- Wages/benefits
- Unemployment rate
- Skill requirements
- Career information
- Projections
- Demographics
- Geography
- Company downsizing and expansion
- Job opportunities
- Industry trends
- Demand and growth

Why is LMI useful for VR?

Demand Driven

- **OUTCOMES:** Match client interests with in-demand occupational and careers

Client Education and Training

- **OUTCOMES:** Align client learning outcomes to identified occupational skill and qualification requirements

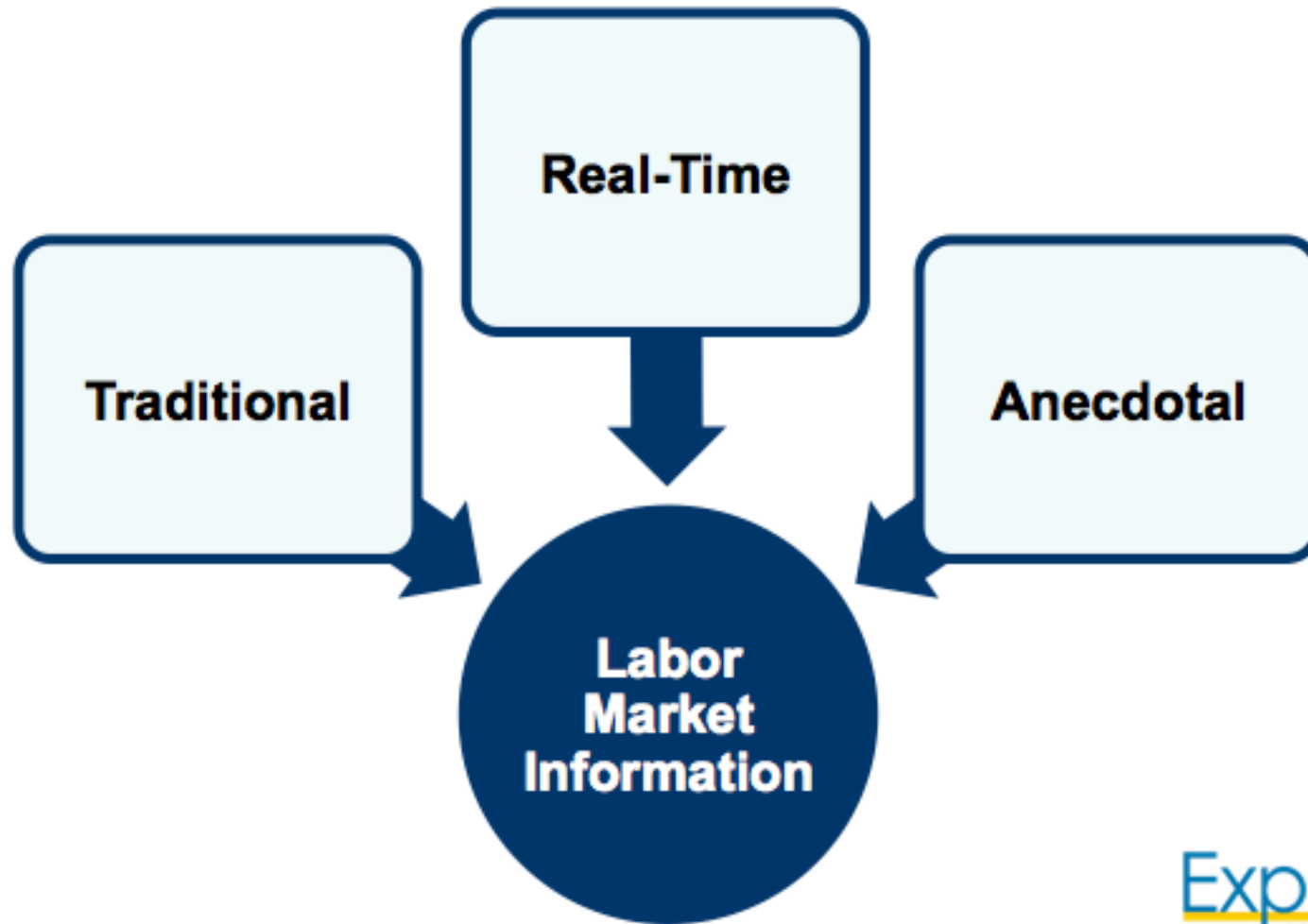
Employer Engagement

- **OUTCOMES:** Spur and enhance conversations with employers for enhanced business support and anecdotal information

Strategic, Tactical, & Administration Planning

- **OUTCOMES:** A resource for strategic planning and implementation including staff trainings, grant and program development, data for tracking client support and outcomes

Kinds of LMI



Snapshot of LMI Use in VR

According to ICI's recent National Survey of Vocational Rehabilitation (VR)

Agencies and Business Relations:

- 94% (61) of Agencies surveyed reported some use of LMI
- 22% (15) agencies reported that they use real-time LMI
 - All 15 agencies that reported using real-time LMI also used traditional LMI

Traditional LMI: Summary

Characteristics of traditional labor market information:

- > Released at set intervals, typically every year or every five years
- > Can answer questions such as:
 - How much employment is there in a particular industry/ occupation?
 - Has there been job growth or decline in an industry/ occupation?
 - What are the typical earnings for a particular position?
 - How many jobs in an industry/occupation will an area have in five years (projections)?
 - What are the median wages for an occupation?

Traditional LMI Sources

Traditional LMI can be accessed through federal or state resources; it may also come from a proprietary provider, such as EMSI.

– Federal Resources

- Bureau of Labor Statistics
- JOLTS: Job Openings and Labor Turnover Survey
- U.S. Census Bureau
- O*NET: The Occupational Information Network

– State and local LMI

- PA Workstats
- Local Workforce Investment Boards (WIBs)

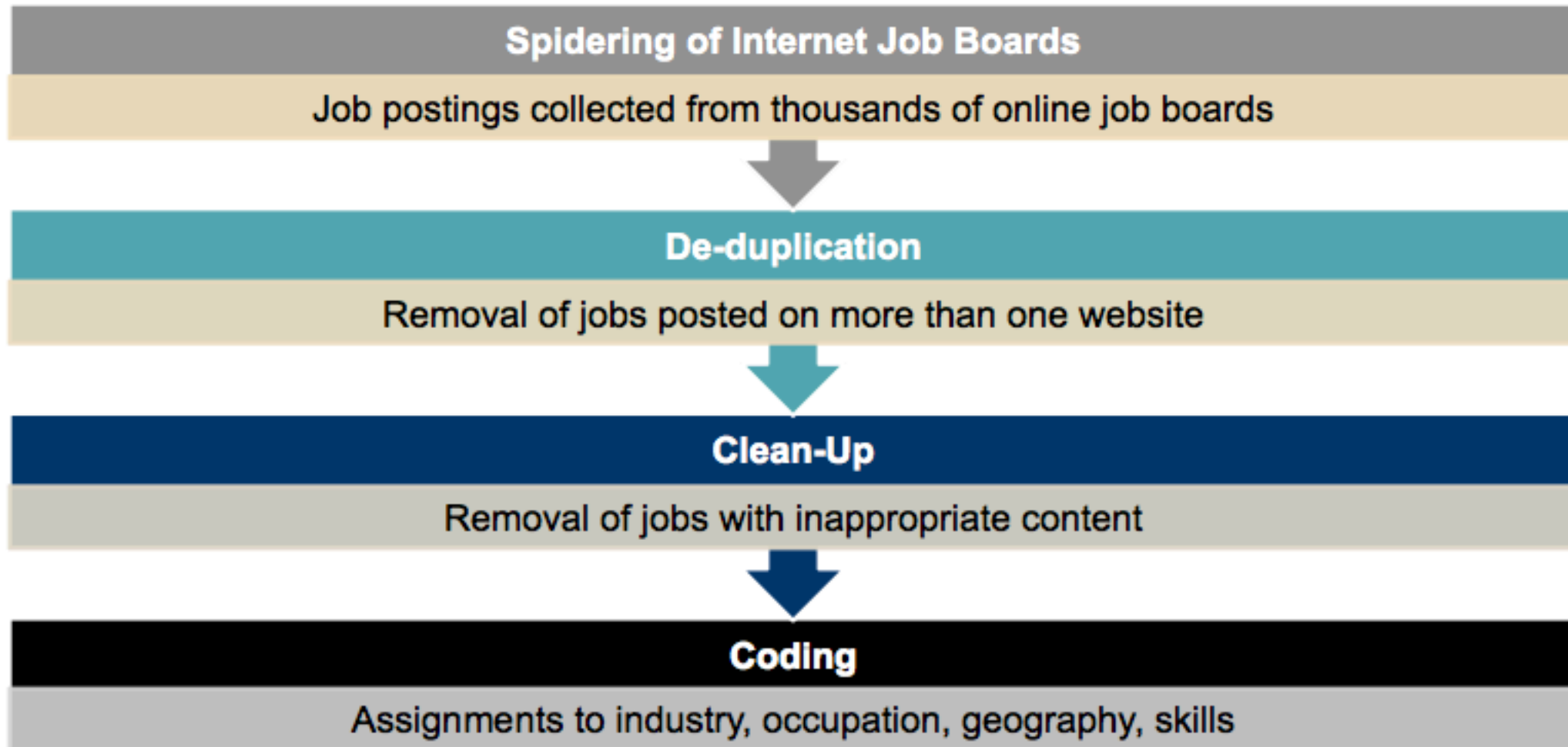
Growing Number of LMI Vendors



- Wanted Analytics
- EMSI (Economic Modeling Specialists Inc.)
- Monster Government Solutions
- Monster
- Geographic Solutions
- The Conference Board – Help Wanted OnLine
- Career Builder
- Burning Glass



Real Time LMI Collection



Real Time LMI Characteristics

Timeliness: Vendors spider up to 20,000 sites daily.

- Does not require active employer participation

Quality assurance: Complex algorithms increase integrity and reliability of data provided for analysis and decision making. Often benchmarked against Job Opening and Labor Turnover Survey (JOLTS).

Current hiring trends:

- In-demand experience levels, education requirements, skills, and certifications
- Not based on estimates or projections
- Keyword searches allow for finding information on new and emerging industries and occupations

www.jff.org/publications/education/vendor-product-review-consumers-guide-re/1417

LMI Category: Real Time LMI

Company name and location
Company: Gorbel
Location: Rochester, NY 14564

Job Title: Software Engineer
SOC: Software developers and programmers(15-1130)

Software Engineer

Job Summary
About the Job
Looking to defy gravity? Make life easy? Gorbel has an app for that!
Gorbel is an innovator and leader in the enclosed track work station crane industry supporting the material handling industry. We provide a wide variety of enclosed handling solutions that handle load capacity up to 10,000 lbs. Our cranes, monorails, and gantry cranes are a proven way to improve productivity, increase quality, and provide a safer work environment.

Education and experience
Education: Bachelor's Degree
Years of Experience: 2+ to 5 Years

Industry: Manufacturing (NAICS 31-33)

Specific skills
To be successful, you will need:

- A Bachelors Degree in Software Engineering, Computer Science, or a related degree
- Five or more years of programming experience
- Experience developing software in a Microsoft environment, Windows Server, SQL Server, Visual Studio, IIS, Team Foundation Server (TFS)
- ASP.NET programming experience
- SQL programming and familiarity with Microsoft SQL Server
- Object Oriented Programming and Analysis experience
- XML experience
- Strong HTML, JavaScript, DHTML skills
- To be detail oriented and quality focused

Job tasks
As a Software Engineer, you will:

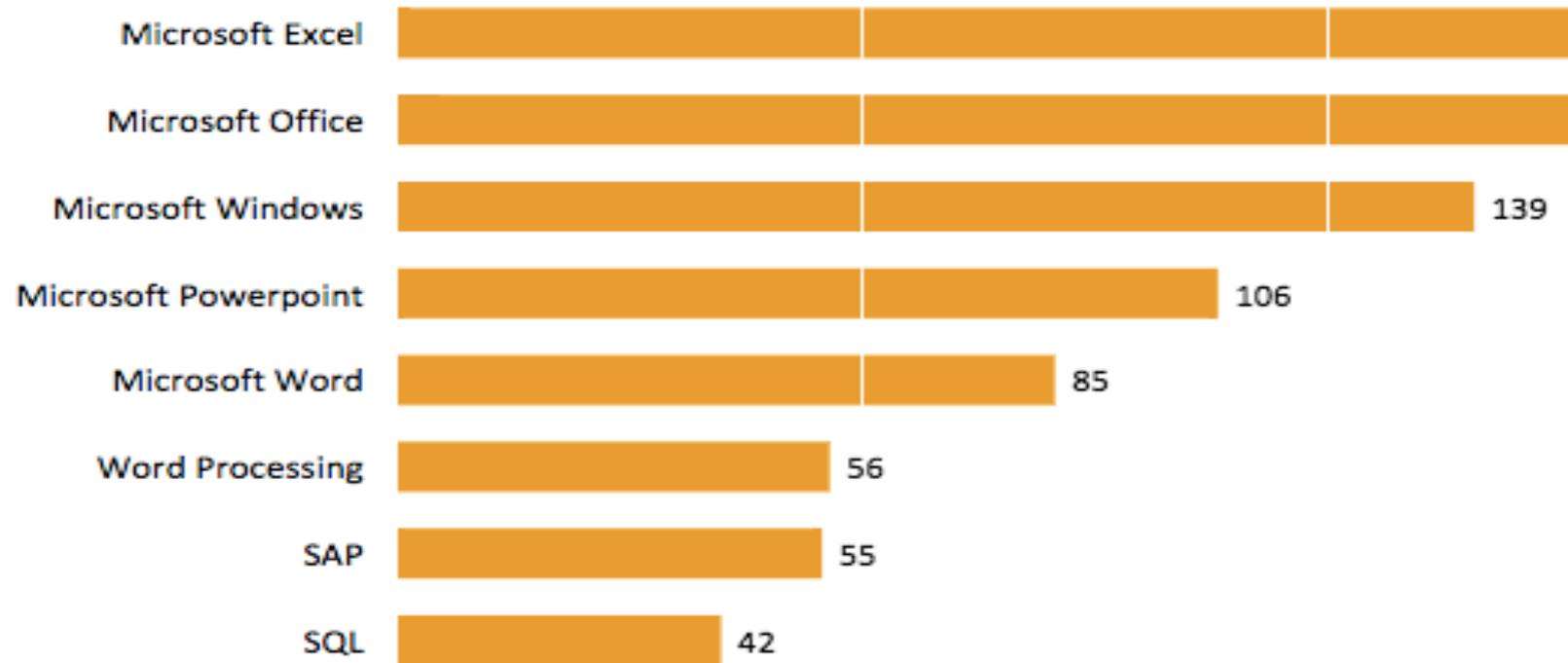
- Be part of a team that creates software tools that differentiate Gorbel from its competitors
- Work with customers, both internal and external, to turn their requirements into working software
- Participate and collaborate on teams to improve products and/or services.
- Work individually on smaller, short term projects

Additional Information:
Career Level: Entry Level
Salary: Based on experience
It would be nice if you had:
• Graphical design and layout skills, familiar with Photoshop or similar editing software
• Experience producing graphical interfaces for programs
How much will you be paid?
We competitively compensate.
What's in it for you:
Medical, dental, vision, life insurance, disability, paid time off package, 401k with company contribution, FSA or HSA opportunities, educational assistance, dependant scholarship program, onsite fitness center, and more.

<http://jobview.monster.com/Software-Engineer-Job-Rochester-NY-110302486.aspx>

LMI Category: Real Time LMI

Showing **1-25** of 127 results



LMI Category: Anecdotal LMI

AAA Texas opens new Coppell headquarters, plans to fill 100 new jobs

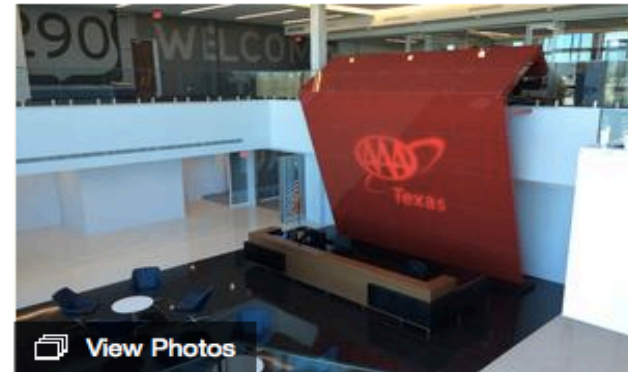
Mar 6, 2015, 2:18pm CST | UPDATED: Mar 8, 2015, 4:48pm CDT



Candace Carlisle
Staff Writer-
Dallas Business Journal
[Email](#) | [Twitter](#) | [Twitter](#) | [Google+](#)

It's taken two years, but AAA Texas has completed its new Coppell headquarters and is moving its 1,100-employee base into the new massive office campus.

As part of the expansion, the travel and insurance company plans to add 100 new jobs in the near future to the growing corporate campus, which totals 250,000 square feet of space.

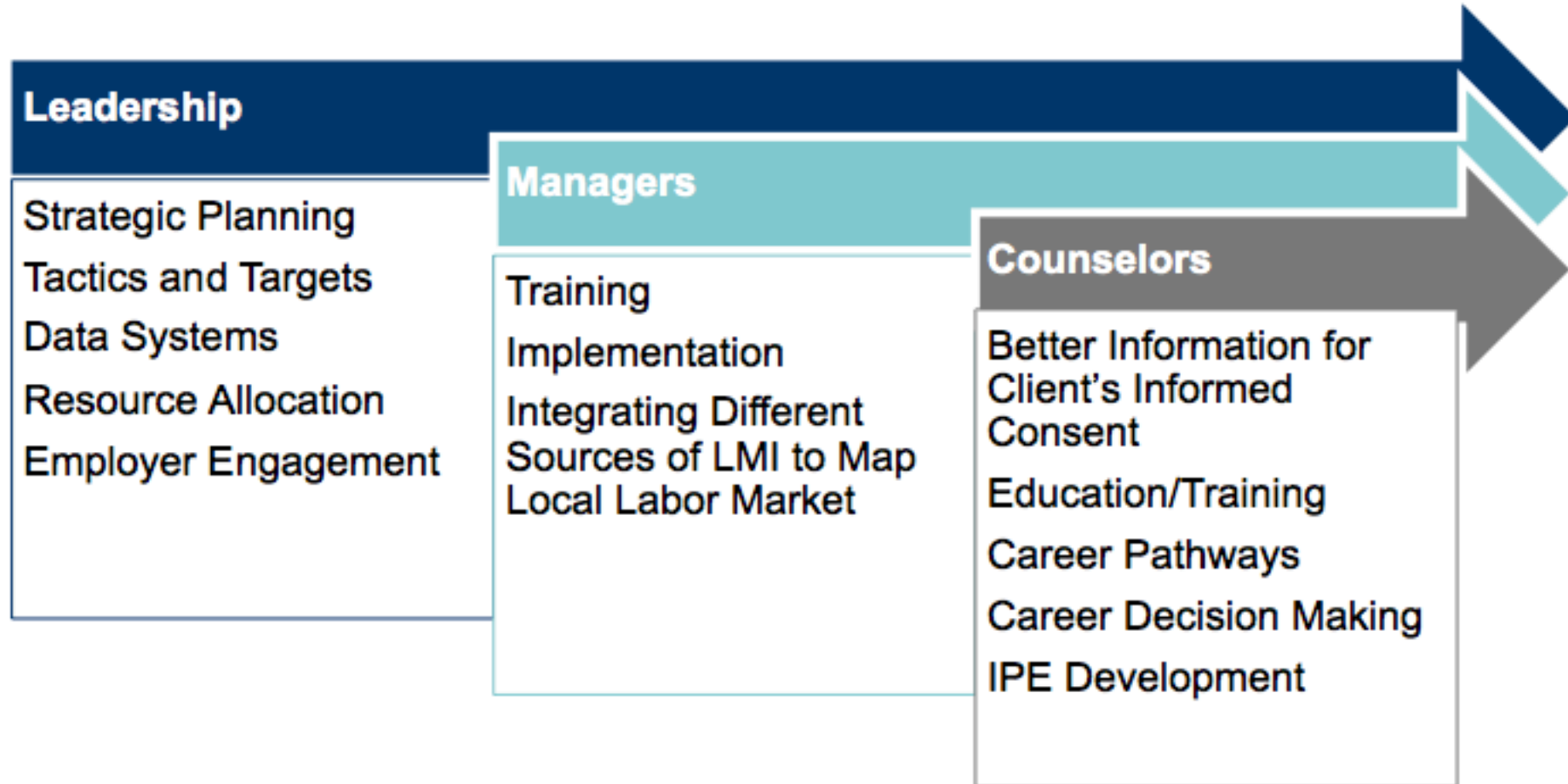


View Photos

Submitted art

The new corporate office for AAA Texas has a modern design and pays homage to the state's roadways.

Uses of LMI in the VR System



Hugh Bradshaw, Employment Services Manager Vermont Vocational Rehabilitation



Prior to accepting his current position, he was the Executive Director of the Vermont Association of Business, Industry, and Rehabilitation (VABIR), a statewide nonprofit dedicated to the employment of Vermonters with disabilities.

Mr. Bradshaw has most recently been involved in the Creative Workforce Solutions initiative within the Agency of Human Services. CWS is a collaborative of AHS employment programs working to provide quality staffing services to the Vermont business community.

What is Jobsville?

- Regular weekly meeting between Counselors, Business Account Managers, and Employment Consultants
- Structured agenda
- Regular, established day, time, and length
- Referral mechanism
- Identification of opportunities with business
- Identification of career preferences for candidates

Jobsville: Sample Agenda

- Success stories
 - Sharing of successful strategies
 - Reinforces team success
- Labor market update
 - Everyone is a job developer
 - Opportunities and skill requirements
- Referrals
 - Overview of candidate's experience and skills
 - Brainstorming
- Review of challenging cases
 - Peer support
 - More brainstorming

LABOR MARKET “INTELLIGENCE” VS. LABOR MARKET INFORMATION

Labor Market “Intelligence”

- Real-time information on business environment
 - Current labor market needs
 - Future labor market needs
- Based on face-to-face relationships with business
- Many times, these are positions/needs that are NOT advertised or posted
- General skill requirements

Labor Market Information

- Gleaned from available resources
 - Job Boards
 - Company postings
 - Advertisements
 - Scraping software
- VR candidates are often positioned in large pools of candidates
- Often no VR connection to the business

Jobsville Videos

- Short version: https://youtu.be/xrbyB7OJW_A
- Long version: <https://youtu.be/Q8kKFamBuMc>

We will watch the short version of this video live now.

Please note: If you are calling in to the webinar today with your phone, you will **not** hear the audio on this video. Please follow the link after the webinar to view the video with full audio. If you experience other technical difficulties, please wait until after the webinar to view the video.

Thank you!

MARY WRIGHT
mwright@jff.org

Lois Joy
ljoy@jff.org

HUGH BRADSHAW
hugh.bradshaw@vermont.gov
VT Vocational Rehabilitation



JOBS FOR THE FUTURE

TEL 617.728.4446 FAX 617.728.4857 info@jff.org
88 Broad Street, 8th Floor, Boston, MA 02110 (HQ)
122 C Street, NW, Suite 650, Washington,
DC 20001
505 14th Street, Suite 900, Oakland, CA 94612
WWW.JFF.ORG