

Integrating Labor Market Information (LMI) into the Vocational Rehabilitation (VR) Process

A product of PA OVR's Job-Driven
Vocational Rehabilitation Technical
Assistance Center (JD-VRTAC) Project

TARGET AUDIENCE



- Vocational Rehabilitation Counselors (VRCs)
- Business Services Counselors (BSCs)
- Business Services Representatives (BSRs)
- Early Reach Coordinators (ERCs)
- Vocational Rehabilitation Supervisors
- Assistant/District Administrators

- The Job-Driven Vocational Rehabilitation Technical Assistance Center (JD-VRTAC) is a national center for **improving VR responsiveness to job-driven needs** and is a part of the Institute for Community Inclusion (ICI) at the University of Massachusetts Boston.
- The JD-VRTAC strives to identify, adapt, embed, and sustain job-driven practices into VR agencies, **leading to improved employment outcomes** for people with disabilities.
- PA OVR was selected as one of 12 state agencies to receive intensive Technical Assistance through the JD-VRTAC for the project year: October 15, 2015 – October 14, 2016.
- PA OVR chose to work on a **two-part project** in-line with JD-VRTAC goals and the priorities set forth in the Workforce Innovation and Opportunity Act (WIOA).

- **PART 1: Integrating Labor Market Information (LMI) into the Vocational Rehabilitation (VR) Process**
 - Overall Goal: To equip field staff with the knowledge to blend existing information about labor market trends with customer abilities, limitations and interests to develop appropriate job goals, with the hope of increasing successful long-term placements.
- **PART 2: Employer Engagement to Increase Work-Based Learning Experiences for Students with Disabilities**
 - Overall Goal: To develop an effective method to target employers/businesses to increase Work-Based Learning Experiences for Students with Disabilities, in order to meet this enhanced priority under WIOA.

FIVE BROAD GOALS

for the Commonwealth's Workforce Development system are:

- 1. To establish career pathways** as the primary model for skill, credential and degree attainment and provide all Pennsylvanians, with an emphasis on Pennsylvanians with barriers to employment, an opportunity to obtain a job that pays.
- 2. To expand public-private investment in the state's pipeline of workers** and in incumbent workers for targeted industry sectors from entry-level skills to middle skills through industry partnerships, WEDnetPA and other innovative strategies.
- 3. To increase opportunities for all youth to participate in work based learning** through summer employment, pre-apprenticeship, apprenticeship, internships and other similar experiences.
- 4. To engage employers through multi-employer workforce partnerships** to improve the connection and responsiveness of workforce programs to the demand side of the labor market, increase public-private investment in critical skills and support the spread of employer practices that create jobs that pay.
- 5. To strengthen data sharing across state agencies and workforce development partners** to better understand education and employment outcomes and rely more effectively on data to improve and target our efforts.

KEY AREAS OF WIOA EMPHASIS

1. Students with disabilities

**Pre-Employment Transition Services (PETS):* job exploration counseling, work-based learning experiences, counseling on opportunities for enrollment in post secondary education, work place readiness and instruction and self-advocacy.

2. Employer Engagement

**Dual Customer Model: Customer and Business/Employer*

3. Cross-Agency Collaboration

4. Assistive Technology

5. Competitive Integrated Employment

**Includes limitations on subminimum wage (July 2016)*

Definition: VR Process



The Vocational Rehabilitation (VR) Process:

- Begins at **Outreach** and Referral
- Spans multi-layered Counseling and Guidance, decision-making, and Service Provision
- Involves a multidisciplinary rehabilitation team
- Culminates with Successful Placement into Competitive Integrated Employment, resulting in **Successful Case Closure**

Definitions: LMI



Labor Market Information (LMI):

- Is a broad range of data that describes current economic conditions within a given geographic area.
- Includes all quantitative and qualitative data and analysis related to **employment** and the **workforce**.
- Is meant to **help customers make informed plans, choices, and decisions** for a variety of purposes, including **career planning and preparation, education and training offerings, and job search opportunities**.

Characteristics of LMI include:

- Supply and demand for a particular job type
- Industry and occupational characteristics
- Economic and workforce trends
- Needs and expectations of industries and specific occupations
- Wages per occupation

Definitions: CWIA



The Center for Workforce Information and Analysis (CWIA):

- Is a segment of the PA Department of Labor and Industry charged with **compiling, analyzing, and preparing** labor market information on the residents and workforce of the Commonwealth.
- Works closely with educators, economic developers, and workforce development boards to produce many **career exploration materials**.
- www.workstats.dli.pa.gov

One of CWIA's designated roles is to learn "everything" about the various employers and employees in the state.

- Who are the employers?
- What kind of work do they perform?
- When did they perform this work, or stop performing this work?
- Where are they located?
- Is their information the same, or why is their information different now?
- How many people do they employ and in what job classifications?

- Staff Input via Survey Monkey
 - Labor Market Information: Awareness and Use Survey
 - Pre-Test Administered 1/29/16 – 2/12/16
 - Post-Test Planned for 8/19/16 – 9/2/16
- Close collaboration with CWIA Staff
- Existing information available through CWIA
- Feedback/Revisions: JD-VRTAC Team

- 243 Responses*
- Nearly 67% of respondents were VRCs, VR Supervisors, or VR Specialists
- About 45% of respondents have been employed with OVR <5 years
- About 55% of respondents have been employed with the agency >5 years

- Over 83% of respondents indicated they "Agree" or "Strongly Agree" that **LMI should be a part of vocational planning**
- Nearly 62% of respondents indicated they **currently use LMI** during the vocational planning process with OVR customers

BRAINSTORM

- WHY is LMI important to vocational planning?
- How is LMI Relevant within OVR?

- The large majority (93%) of respondents indicated they use O*NET to access LMI...
 - 47% indicated they use the Bureau of Labor Statistics website
 - **25% indicated they use CWIA's Workstats website**
- **Nearly 58% of respondents indicated they are not familiar with CWIA's Workstats website.**

- Out of those who responded that they **do not currently use LMI** as part of the vocational planning process...
 - 29% indicated they were *unfamiliar with LMI* prior to the survey
 - 32% indicated they *don't know how to access LMI*
- Over half of all respondents indicated they would **need some type of support** in order to effectively use LMI during the VR Process

- Requested Areas for Information and Support:
 - Information about potential sources that offer LMI
 - Guidance on the technical aspects of obtaining LMI
 - Explanation of methods to interpret LMI
 - Education about how to present LMI to OVR customers
 - Guidance on how LMI could be used to impact VR

INTENDED OUTCOME:

Regardless of your specific role within OVR, each of you will be prepared to access relevant Labor Market Information (LMI) from CWIA's Workstats Website and appropriately apply it to your portion of the VR Process.

TODAY'S GOAL IS:

- To (re)introduce you to LMI and ensure that you know how to access relevant pieces information from CWIA's Workstats Website.
- To increase your understanding of how you and your colleagues might appropriately integrate LMI into your individual daily activities within OVR.

TODAY'S GOAL IS NOT:

To guarantee that you will be able to access, interpret, and use every available piece of LMI at an expert level.

Questions or Comments?

CWIA's WorkStats Website



www.workstats.dli.pa.gov

39 Available CWIA Products



- Actuarial Evaluation
- **Career Guides**
- Career Posters
- Civilian Labor Force Packet
- **County Profiles**
- Economic Review of PA
- e-Learning Videos
- Employment by Size Code
- Equal Employee Opportunity (EEO) Data
- **High Priority Occupations (HPOs)**
- Industry Forecasts
- **Industries of Interest**
- Industry Projections
- Job Skills
- Labor Surplus Areas
- Marcellus Shale Update
- Minimum Wage Reports
- **Monthly Press Releases**
- New Hires
- Occupational Forecasts
- Occupational Outlook Handbook
- **Occupational Projections**

39 Available CWIA Products (continued)



- **Occupational Videos**
- **Occupational Wages**
- OES FAQ Report
- PA Unemployment Compensation Activity
- PAWorkStats Publications
- Pennsylvania Employers with 500 or More Employees
- Pennsylvania's Industry Clusters
- Pennsylvania's Projected Job Skills
- Presentations
- A Profile of Pennsylvania's Unemployed
- Standard Occupational Classification (SOC) Dictionary
- Statewide Average Weekly Wages (SAWW)
- Survey of Occupational Injuries & Illnesses (SOII)
- Survey of Pennsylvania's Unemployment Compensation Recipients
- **Top 50 Employers**
- **Top 50 Industries**
- Veterans in PA

10 Targeted CWIA Products



1. PAWorkStats Publications (Monthly/Quarterly)
2. County Profiles
3. Monthly Press Releases
4. Top 50 Employers
5. Top 50 Industries
6. Occupational Projections
7. Occupational Wages
8. High Priority Occupations (HPOs)
9. Career Guides
10. Occupational Videos

**IMPORTANT TIP! The Easiest Method to Access Any Product Listed is:
PAWorkStats > Products A to Z > Name of Product**

- How to **Access** Each Targeted Product
- **Sample** of Each Targeted Product
- **Description** of Each Targeted Product
- **Conceptualization** of Each Targeted Product
- **VR Integration** of Each Targeted Product
 - **Brainstorm** Additional Applications

PAWorkStats

> Products

> PAWorkStats Publications

Refer to Sample Packet Pages 1-8, 9-18

(Monthly and Quarterly Samples)

These publications replace the PA Fast Facts and WIA Fast Facts.

PA Monthly WorkStats

- The publication focuses on monthly updates to Current Employment Statistics, Local Area Unemployment Statistics, Unemployment Compensation, and Pennsylvania Employer Activities.

PA Quarterly WorkStats

- The publication focuses on quarterly updates to Industries of Interest, New Hires, and Quarterly Census of Employment and Wages.

- Heartbeat of the PA economy
- “State of the State”
- PA Monthly Workstats is more current, less detailed
- PA Quarterly Workstats is less current, more detailed

BRAINSTORM

- Informational focus, not necessarily 1:1 application
- Quick snapshot at staff meeting
- BSR/BSC Briefing

- Other suggestions from the field?

PAWorkStats

- > Products

- > County Profiles

Refer to Sample Packet Pages 19-20

County Profiles are a compilation of selected economic, geographic and demographic data for Pennsylvania's 67 counties. Statistical snapshot includes:

- Map of Pennsylvania with the county highlighted
- Population of the county (total, projected and age distribution)
- Online Job Postings
- Labor Force and unemployment rate
- Personal income (per capita, total and median household)
- Major employers
- Employment and wages by industry sector
- Wages by major occupational group

- Compares local county to state
 - Population of the county (total, projected and age distribution)
 - Online Job Postings
 - Labor Force and unemployment rate
 - Personal income (per capita, total and median household)
 - Major employers
 - Employment and wages by industry sector
 - Wages by major occupational group

BRAINSTORM

- Familiarize new staff with the demographic make-up of the District Office territory
- Familiarize new staff with the industrial make-up of the area
- BSRs should focus on developing/maintaining relationships with the Top 10 Employers listed
- Administrators may be able to anticipate potential increase in applicants due to exhausting unemployment; connect with Careerlink for referrals
- Use to educate customer who may have recently moved to the area, or just be unfamiliar with their surroundings

- Other suggestions from the field?

PAWorkStats

- > Products A to Z
 - > Monthly Press Releases

Refer to Sample Packet Pages 21-25

- Analysis of the current economic conditions for:
 - The state of Pennsylvania
 - 18 Metropolitan Statistical Areas (MSA)
 - 16 Micropolitan Statistical Areas (mSA)
 - 16 Small Labor Market Areas (LMA)
- Information on labor force, employment and unemployment statistics
- Count of non-agricultural wage and salary jobs by industry

- Designed as a press release, often used reporters/journalists
- Customers and employers may hear this level of information through news outlets
- Gives an idea of the temperature of what's happening in your area
- Allows comparison between local area and state movement
- Offers information about which sectors are adding jobs, which might be decreasing

BRAINSTORM

- Allow staff to be informed about the information that customers may be exposed to via media
- Highlight biggest sectors of the economy
- Draw attention to increases/decreases in the industry

- Other suggestions from the field?

PAWorkStats

- > Products

- > Top 50 Employers

**Refer to Sample Packet
Page 26**

Top 50 Employers: Description



- Lists the largest employers ranked by number of employees.
- Employers must be covered under the state or federal unemployment compensation (UC) system to be included.
- State and federal government employers are summarized into two government entities for each list.
- These statewide and county lists are compiled quarterly. Data is available seven months after the end of the reference quarter.

- Exactly what it says: Top 50 Employers (by employee numbers) in the county

BRAINSTORM

- Target major employers for outreach efforts (placement opportunities, sensitivity training, accessibility assessments, etc.)
- Consider pairing with Top 50 Industries and/or County Profiles to orient staff to caseload territory
- Target application submission
- Target for cold calls
- Tend to have a larger array of positions, allowing them to offer innovative opportunities
- Other suggestions from the field?

PAWorkStats

- > Products

- > Top 50 Industries

Refer to Sample Packet Pages 27

Top 50 Industries: Description



- Contains three tables displaying:
 - Top industries ranked by employment
 - Top industry increases in employment rank from the previous year, and
 - Top industry decreases in employment rank from the previous year
- North American Industry Classification System codes (NAICS) are displayed at the most detailed level releasable for practical use.
- Employers must be covered under the state or federal unemployment compensation (UC) system to be included.
- These statewide, county, and WIA lists are compiled quarterly. Data is available seven months after the end of the reference quarter.

- Similar to Top 50 Employers, but focused on the broader industry, rather than a specific employer

BRAINSTORM

- Consider pairing with Top 50 Employers and/or County Profiles to orient staff to caseload territory
- Use with Employer Look-up tool* on CWIA Data site to locate employers in local area
- Target major employers for outreach efforts (placement opportunities, sensitivity training, accessibility assessments, etc.)
- Target application submission
- Target for cold calls

- Other suggestions from the field?

PAWorkStats

- > Products

- > Occupational Projections

Refer to Sample Packet Page 28

- Reference tool for **career guidance, job search assistance** and **training program planning** by Workforce Development Boards, Economic Developers, Program Planners, CareerLink sites, educators and **career counselors**.
- Occupational projections are available for the state, 22 Workforce Investment Areas and 14 Metropolitan Statistical Areas (as defined by the 2000 Census).
- This information will also be utilized for upcoming editions of the Career Guide and the High Priority Occupations lists.

- Gives an estimate of occupational growth based on new needs and replacement needs

BRAINSTORM

- When customer has a job goal in mind, explore potential for career growth
- May follow-up on ideas generated by interest assessment to solidify goals
- Clues for BSRs to target companies with anticipated retirements/replacements
- Other suggestions from the field?

PAWorkStats

- > Products

- > Occupational Wages

**Refer to Sample Packet
Page 29**

- Comprehensive collection of Pennsylvania wage data to be used as a reference for educators, CareerLink sites, **career counselors**, Workforce Development Boards, Economic Developers, program planners, and others.
- PA wage data is sorted into four geographic categories: Statewide, County, Metropolitan Statistical Area, and Workforce Investment Area.

- Snapshot of entry level, average, and experienced wages
- Helps to set realistic expectations for career earnings

BRAINSTORM

- Educate customers about entry level wages
- Draw customer attention to earning potential throughout career
- Could use the information to develop an expected salary, if required by job application
- Customer could potentially use it to assess and/or negotiate job offers
- BSRs could use wage information, if asked to consult regarding retention issues

- Other suggestions from the field?

PAWorkStats

- > Products

- > High Priority Occupations (HPOs)

**Refer to Sample Packet
Page 30**

HPOs: Description



- Direct result of Pennsylvania's industry-driven approach to workforce development.
- The purpose of the statewide and regional HPO lists is to align workforce training and education investments with occupations that are in demand by employers, have higher skill needs and are most likely to provide family sustaining wages.
- Combining statistical data with regional expert input allow for a complete picture of the actual workforce needs of the commonwealth.

HPOs: Conceptualization



- Designed to help workforce development boards assess funding support for training
- Highlights opportunities for work in reasonably well-paying careers
- May have training funds available to assist with the cost of training

BRAINSTORM

- When customer does not have a job goal in mind, generate possible career paths
- Without a job goal in place, may help expand awareness of other options
- Regional Lists are more applicable for counseling, guidance, and customer application
- Consider when reviewing requests for training; may influence selected/supported training programs
- Consider for the development of Customized Trainings programs, perhaps through HGAC or other local options

- Other suggestions from the field?

PAWorkStats

- > Products

- > Career Guides

Refer to Sample Packet Pages 31-32

***(Cover + Table of Contents)
(High School Edition)***

Examples of information included in Career Guide:

- Wage and job outlook information
- Interest assessments
- Tips for marketing yourself
- Sources of financial aid
- Contact information for Pennsylvania's public schools, PA CareerLink ® offices and selected state agencies

Two versions designed for middle school students and high school students.

- Guided self-assessment for customer
- Guided career assessment for customer
- Useful when starting from “Square 1”
- Particularly useful for the transition population

BRAINSTORM

- Training assignment for new staff
- ERCs could use materials as a foundation for groups/workshops
- VRCs could use month-by-month planner to help students/parents stay on track during their senior year
- VRCs could use as a roadmap to help progress through the VR process, working through one section at each appointment
- BSCs/BSRs could use materials as a foundation for a portion of the Job Readiness Curriculum
- Other suggestions from the field?

PAWorkStats

- > Products

- > Occupational Videos

NOTE: Upon selecting an Occupational Group, will be redirected to CareerOneStop's website...

Occupational Group

- > Human Services

- > Human Services Videos

- > Child Care Workers

[Link to Sample Video - Child Care Workers](#)

(51 Seconds)

- Each video shows the kind of work involved in the occupation and provides the typical education background expected.
- Divided into Occupational Groups, organized by the 16 career clusters recognized by the U.S. Department of Education.

Occupational Videos: 16 Groups



- Agriculture and Natural Resources
- Architecture and Construction
- Arts, A/V Technology, and Communications
- Business and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- **Human Services (Sample)**
- Information Technology
- Law and Public Safety
- Manufacturing
- Retail/Wholesale Sales and Service
- Scientific Research/Engineering
- Transportation, Distribution and Logistics

Occupational Videos: Conceptualization



- Quick snapshot of a career with audio and visual information, including captions
- Introduction to a particular job/occupation and the daily job tasks

BRAINSTORM

- Exposure to job duties, if customer is unfamiliar
- Help customer narrow down career interests
- Follow-up after completing an interest assessment
- Prep for job shadowing
- VRCs could view videos to become familiar with positions from job postings or to understand customer's current job
- ERCs could use to spark conversation in group settings

- Other suggestions from the field?

Questions or Comments?

Next Steps... TAKE ACTION



You are now equipped to access relevant LMI and begin weaving it into the VR process. Hopefully, you see the value of incorporating it into your daily activities more regularly.

YOUR CHALLENGE: Pick 1-2 pieces of LMI that you can start using immediately. Gradually add additional pieces of LMI.

Your individual approach will vary based on your role within OVR, your personality, your territory, your customer, etc.

GOOD LUCK!

Next Steps... REPEAT SURVEY



- Put it into practice!
 - Allow approximately a 3-month time period for implementation and progress (5/17/16 – 8/17/16)
- Request Staff Input via Survey Monkey
 - Labor Market Information: Awareness and Use Survey
 - Pre-Test Administered 1/29/16 – 2/12/16
 - **Post-Test Planned for 8/19/16 – 9/2/16**

Final Questions or Comments?

**Thank you for your time
and attention!**