

4 Labour Market Trends

INDUSTRY AND LABOUR MARKET TRENDS IN CANADA: WORKSHEET

We are going to follow the four research steps (collect it, organize it, analyse it, and use it) to identify labour market trends for in Canada. When you have completed this form, save as part of your Personal Strategy Portfolio.

Step 1: Collect It

a) Collect information relating to sector, industry, labour market, and other trends affecting in Canada through government sources.

Website	Questions
<p>Identify associated NOC Code:</p> <p>Visit the NOC website:</p> <p>http://www5.hrsdc.gc.ca/NOC/ and search for “ ”</p> <p>Hint: Search the title in the search bar in the top left corner of the main page.</p>	<p>What is the NOC code and official title for your occupation?</p>
<p>Collect Labour Market Information for Occupation</p> <p>Visit the Ontario Job Futures section of the Ministry of Training, College, and Universities (MTCU) website.</p> <p>http://www.tcu.gov.on.ca/eng/labourmarket/ojf/</p> <p>Find the “Find an Occupation” section of the website on the left menu.</p> <p>Search the NOC code in the search bar and click through to the occupation page.</p> <p>Expand the blue links at the bottom of the occupation page to answer each question.</p>	<p>What are the current and previous employment prospect rating?</p> <p>Current rating: _____ Previous rating: _____</p> <p>What are the employment requirements of this occupation:</p> <p>How has employment grown for this occupation – how many workers in this job:</p> <p>How many workers in this industry:</p> <p>How many workers in total:</p> <p>What is the percentage of new jobs versus attrition for this job?</p> <p>New jobs: _____ Attrition: _____</p> <p>What is the general makeup of the workforce --</p> <p>Percentage Male/Female: _____</p> <p>FT/PT: _____</p> <p>Self Employed/Employees: _____ Unemployment Rate: _____</p>

Website	Questions
	<p>What industries employ this occupation?</p> <p>What are the top three geographic regions that this occupation is found in Ontario?</p> <ol style="list-style-type: none"> 1. 2. 3. <p>What licensing bodies or associations are important?</p>
<p>Collect additional Labour Market Information for Occupation</p> <p>Visit the occupation section of the Employment and Social Development Canada website</p> <p>http://occupations.esdc.gc.ca/sppc-cops/.4cc.5p.1t.3.4n.1lf.4rc.1sts.5m.1rys.2.1rch@-eng.jsp</p> <p>Search your NOC code in the search bar and read the associated page</p>	<p>What is the median age for your occupation?</p> <p>What is the average retirement age?</p> <p>What is the projected balance between supply and demand for this occupation in the labor market?</p> <p>What's the difference between the projected numbers of job openings vs. number of job seekers? Is this a positive or negative number?</p> <p>Where is the largest percentage of demand coming from? Is this retirements, expansion, other?</p>
<p>Identify Industry and Sector Information</p> <p>Visit the North American Industry Classification System website NAICS</p> <p>http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD-Page1&db=imdb&dis=2&adm=8&T-VD=118464</p> <p>Explore the sector and industry information by following the applicable links.</p>	<p>What is the two-digit sector number is associated with your occupation? What is the official title?</p> <p>What four-digit industry number is associated with your occupation?</p>
<p>Collect Local Industry Information</p> <p>Visit the local Workforce Planning Board website</p> <p>http://www.workforceplanning-board.com/</p> <p>Select "LLMP" on left menu and click to open report. Read the Executive Summary section</p>	<p>Find the unemployment rates for the area. What's the outlook for your sector?</p> <p>Review the table of contents – scroll to the "Labour Demand" section – what does this section tell you about sectors with local high labour demand?</p>

Website	Questions
Collect National Industrial Projection Information Identify the industry that is related to your chosen occupation by selecting the hyperlink and verifying the number. Read the industrial summary Library – newspapers, magazines	<i>Summarize the industrial projection in 2-3 sentences. What are the employment growth rates for the past 10 years? What is the projected growth in the future?</i>

b) Collect industry and sector trend information from additional sources

Website	Questions
Google Use a search engine to find resources associated with industry/sector trends. Search “[your industry] + trends” to find related resources (e.g., “Utilities Industry Trends”)	What are the first three related links that appear? Are these reliable sources of information? Do these sources add to your understanding of trends? Why?
Wikipedia Search the Wikipedia entry for your industry/sector at https://en.wikipedia.org/wiki/Main_Page	What is the name of the entry associated with your industry? What are three related pages? What citations appear at the bottom? Are these useful sources of information?
Social Media Search for the industry trends on Twitter, LinkedIn, Facebook, etc. Search “[your industry]” as a start. Add “trends” if you have too many hits. Alternatively, post a question on a messaging board (e.g., Reddit) and record the responses	What are the first three related posts that appear? Which accounts are posting this content? Who are they associated with? Who responded to your messaging board? What did they say?

Step 2: Organize It

Organize the information you collected in Step 1 relating to sector, industry, labour market, and other trends into the following four categories. Copy and paste the web links into the applicable "Sources" column.

Category	Sources
Economic:	
Technological:	
Demographic:	
Social/Consumer:	

Step 3: Analyze It

Assess the information that you have categorized into four groups. Answer the following questions. If you get to a question that you cannot answer, go back to the original sources and review the information until you have found an answer.

Category of Analysis	Research Findings
NOC Outlook What do the National occupation Classification clusters tell you about the outlook for your chosen occupation? What's the overall outlook? Are you are in a sector that is expanding, diversifying, or contracting?	
Geographic Outlook Are jobs in the industry/sector focused around specific regions? Do you live in one of these regions? Do you intend to move, and if so, what's the outlook in your new location? What is the overall outlook for your current region?	
Demographic Outlook What is the demographic profile? Are workers aging? What's the gender balance in the workplace?	
Popular Outlook What's the popular image of this industry? How are these jobs portrayed by the media? What stereotypes to you hold regarding these opportunities?	
Cultural Outlook Is your industry affected by cultural or social trends? What is trending right now that could affect demand or production? Is the trend potentially limited term in duration and may go away?	

Step 4: Use It

Write a strategy statement regarding your occupation, industry and sector. Assess how you are positioned to succeed in arriving in this occupation and thriving once you have obtained it.

1) Begin by answering the following questions:

- How do you compare to the demographic profile of this occupation?
- What credentials are required to enter this occupation? Has this changed in the past 10 years? Do you possess these credentials? Do you have plans to upgrade your skills in the future if the requirements change again?
- What information do you have about specific opportunities?
- Are you aware of sample postings, titles, salaries? What are sample entry-level jobs and career paths? Do these align with your expectations?

2) Next, consider the four primary trends and all the information you have collected. What is the key trend in each category that is influencing your occupation, industry, and sector?

- Key economic trend:
- Key technological trend:
- Key demographic trend:
- Key social trend:

3) Identify four specific, measureable, and realistic actions you are going to take in the next six months to leverage upcoming trends

- a. Action 1:
- b. Action 2:
- c. Action 3:
- d. Action 4:

4) Lastly, combine the information you have filled out in parts 1-3 of the “Use It” section into a formal paragraph, which will be your personal strategy statement. Write in full sentences, observing proper grammar and spelling.

Your Personal Strategy Statement: