

# **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](http://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**

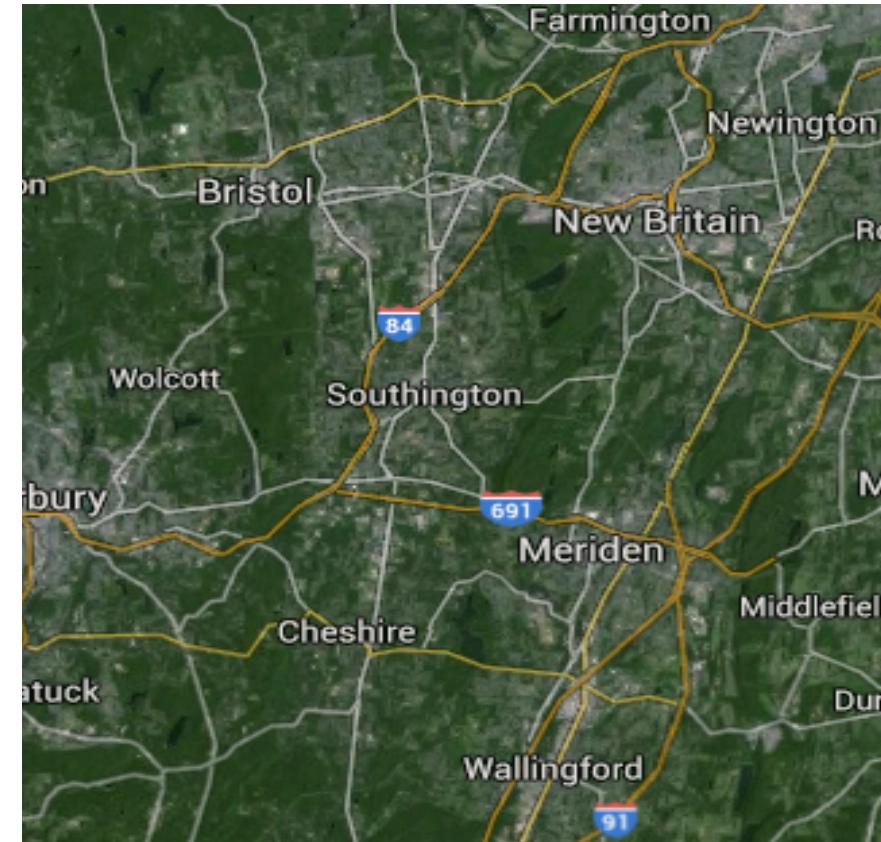
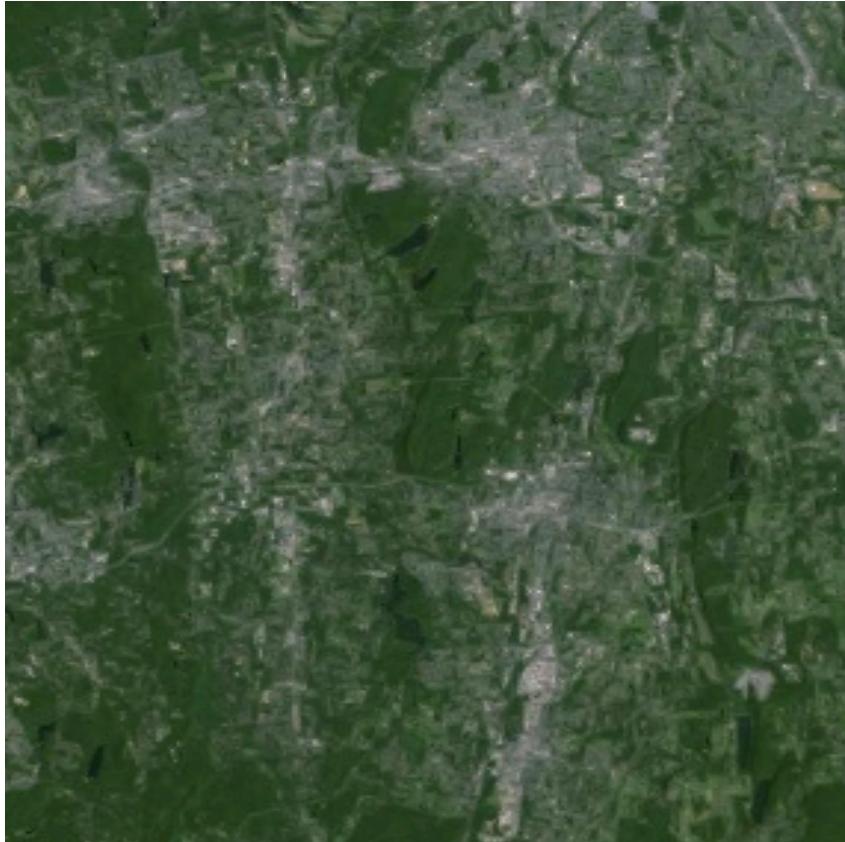


**Lois Joy** co-manages and leads JFF projects that help low-skilled adults advance to family-supporting careers while enabling employers to build and sustain a productive workforce. The focus of her work is on quantitative and qualitative analysis of education and employment opportunities for underrepresented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

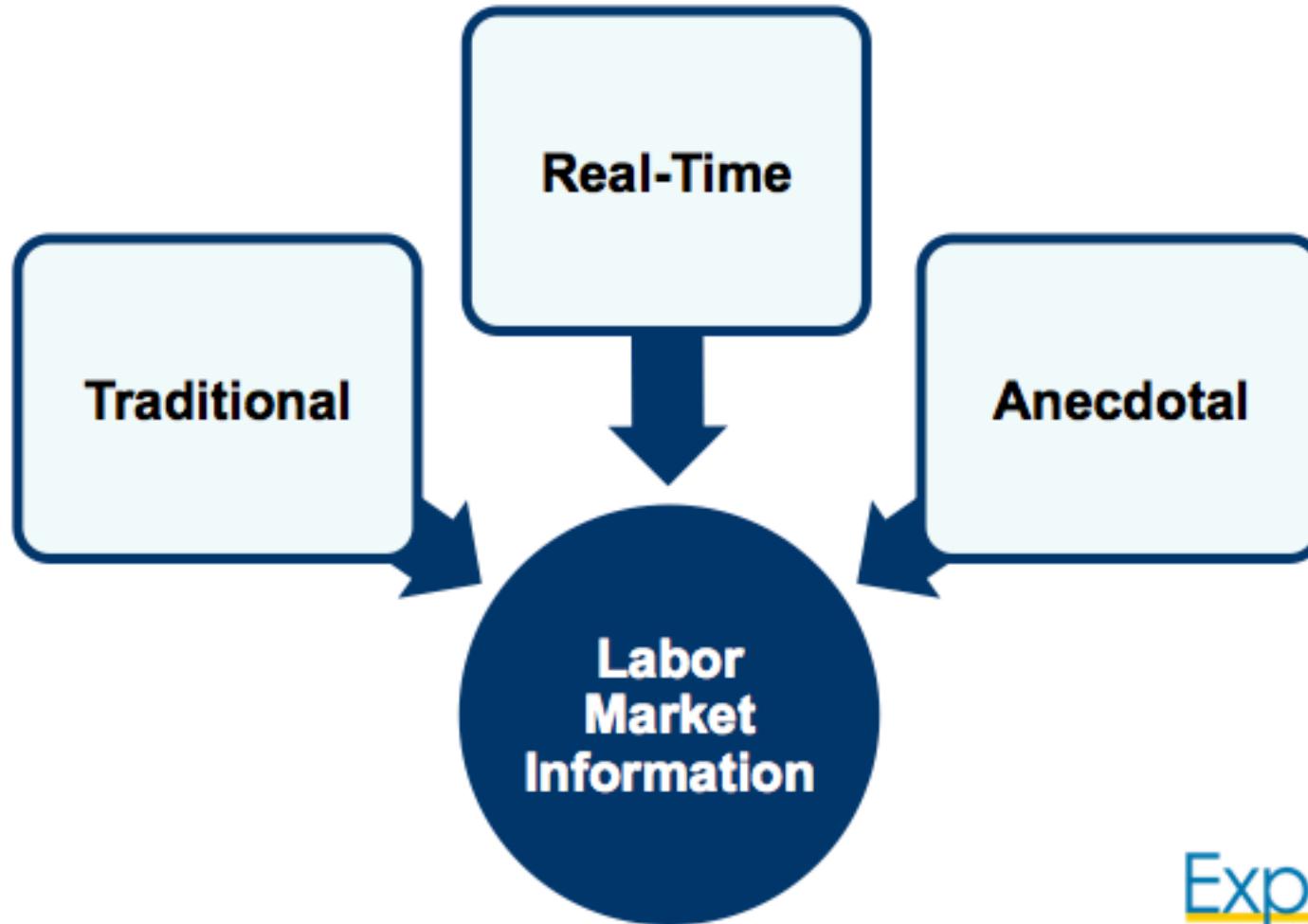
## Employer Engagement

- **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



THE CONFERENCE BOARD

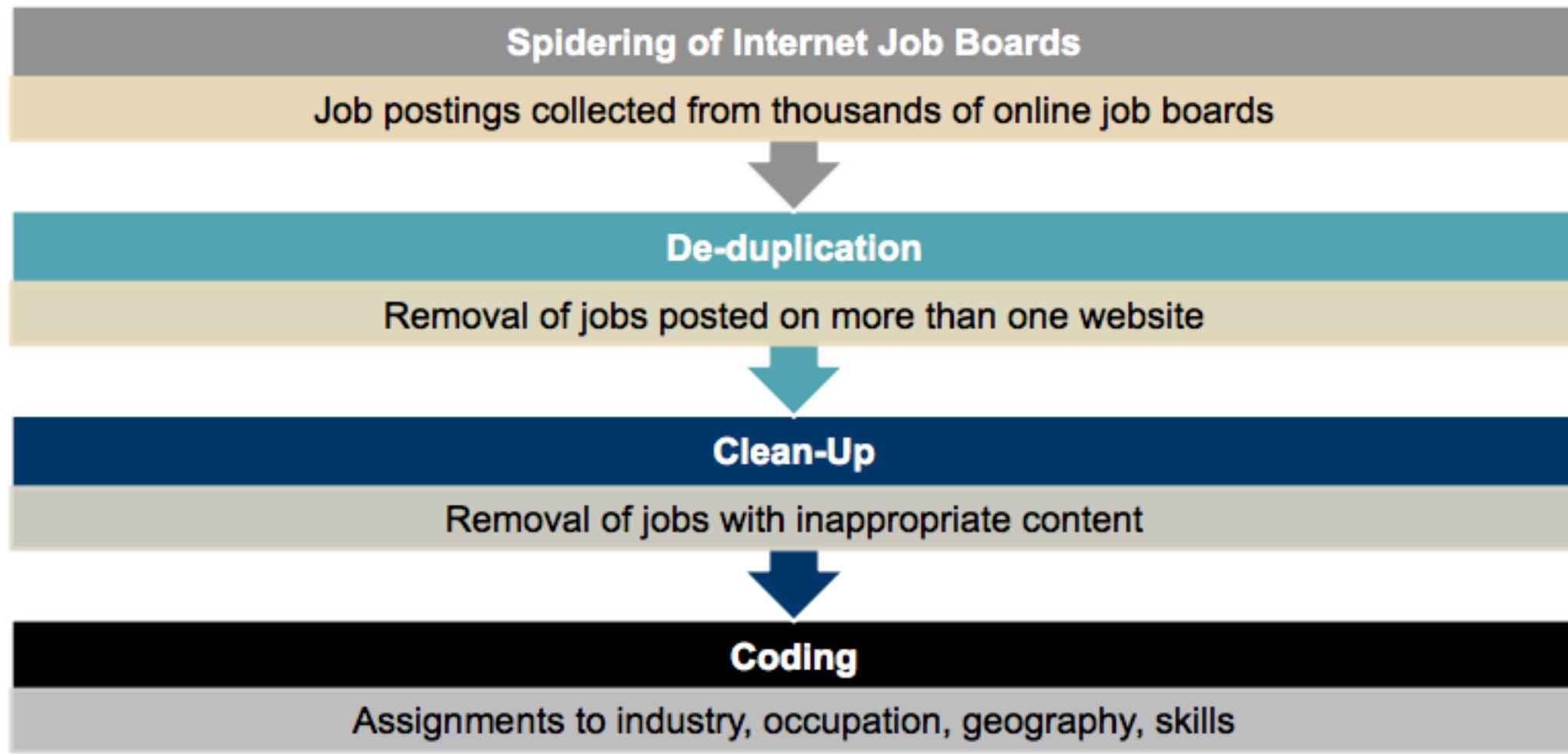
careerbuilder®



- 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](http://www.jff.org/publications/education/vendor-product-review-consumers-guide-re/1417)



# LMI Category: Real Time LMI

**Company name and location**

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

**Software Engineer**

**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 overhead handling solutions that handle load up to 100,000 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**

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

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 our employees.

**Industry: Manufacturing (NAICS 31-33)**

As a Software Engineer, you will:

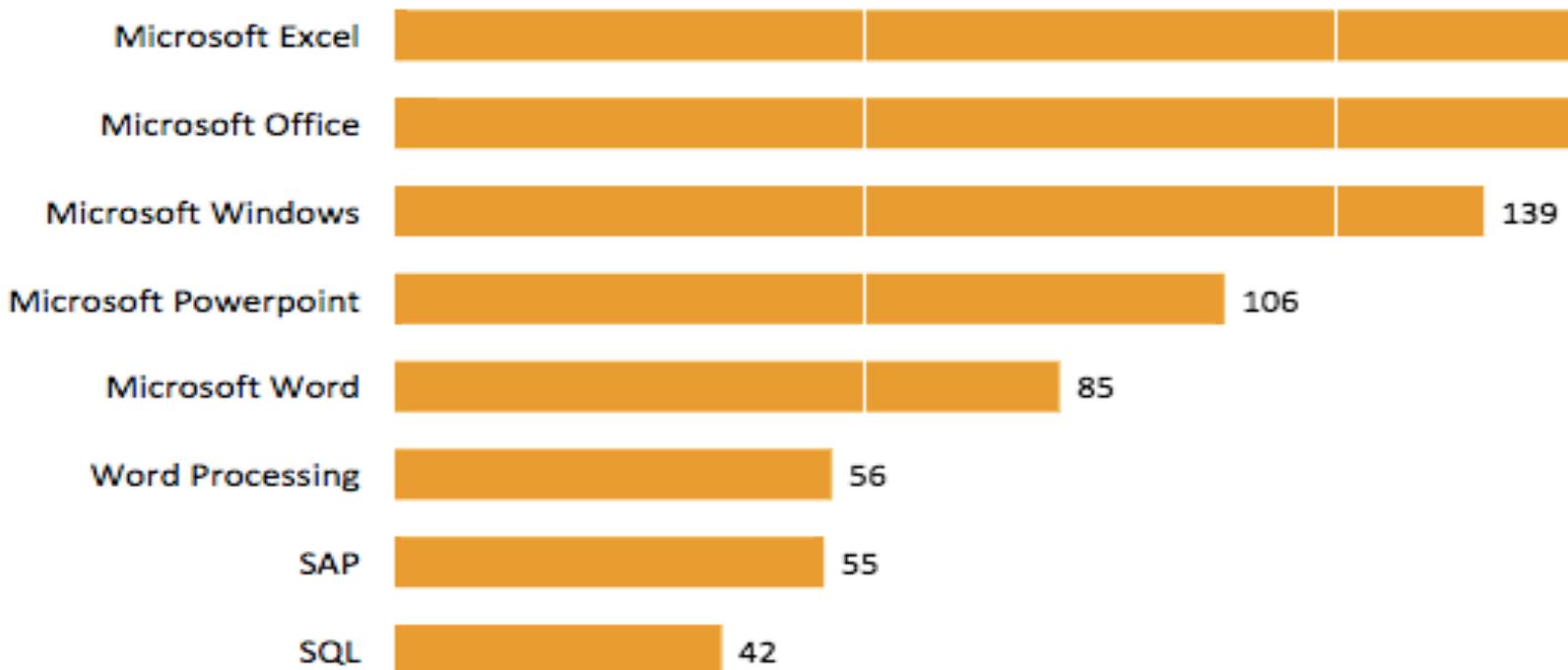
- Be part of a team that creates software tools that differentiate Gorbel from its competitors
- Work with customers, both internal and external, to turn their requirements into working software
- Participate and collaborate on teams to improve products and/or services.
- Work individually on smaller,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

**Job tasks**

<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



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**Candace Carlisle**  
Staff Writer-  
*Dallas Business Journal*  
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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.



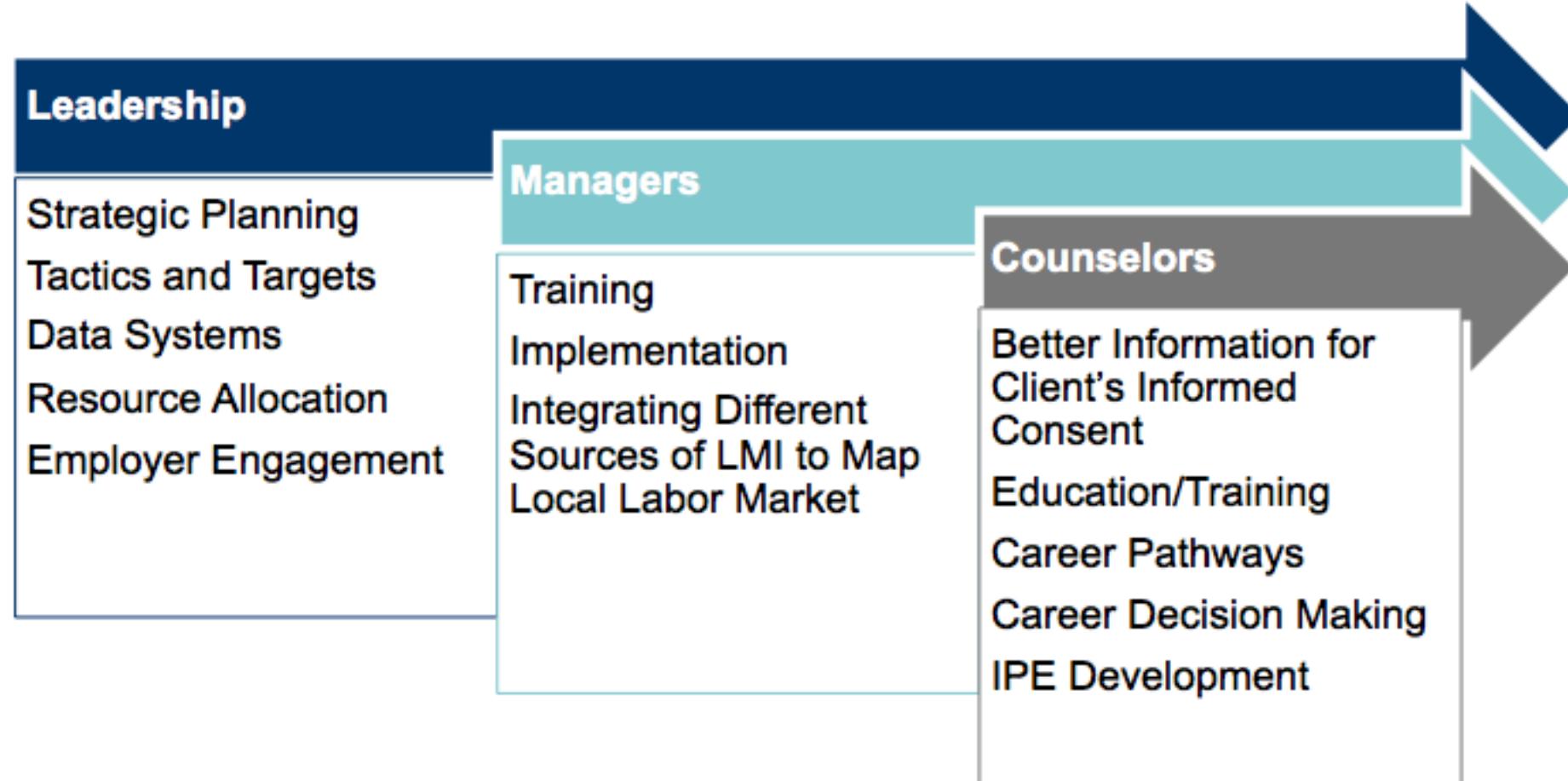
[View Photos](#)

Submitted art

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

**ExploreVR**  
Informing Research, Policy, and Practice

# 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](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!



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