



Labor Market Information for Community College Faculty

What is it and why is it important?

2015 Career Technical Education
Institute

May 8, 2015

Today's Conversation

- Overview of the COE
- Labor Market Information
 - Definition
 - Sources
- Applications of Labor Market Information
- Q&A

Today's Conversation

→ Overview of the COE

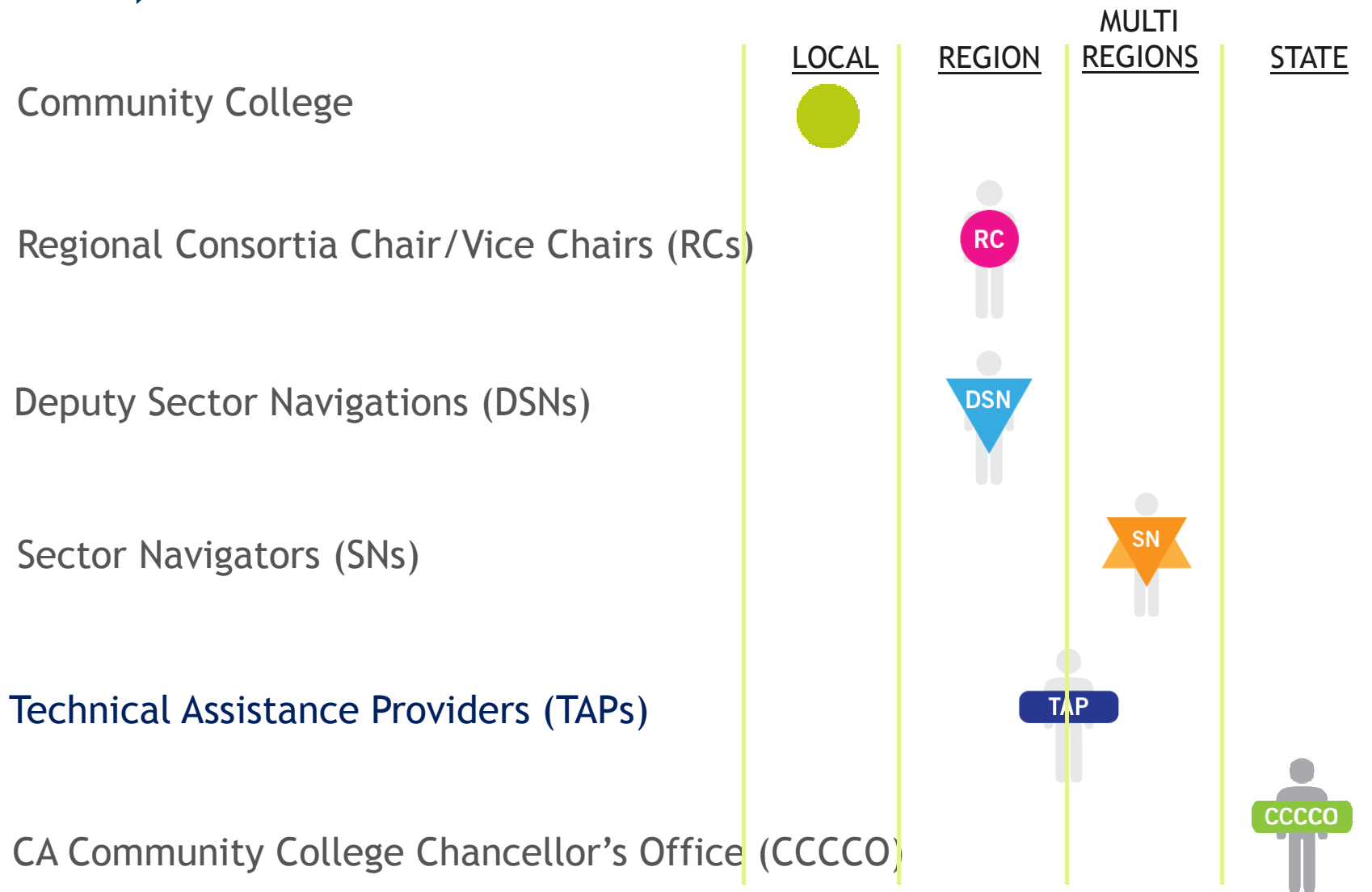
→ Labor Market Information

- Definition
- Sources

→ Applications of Labor Market Information

→ Q&A

Who are the Centers of Excellence (COE)?



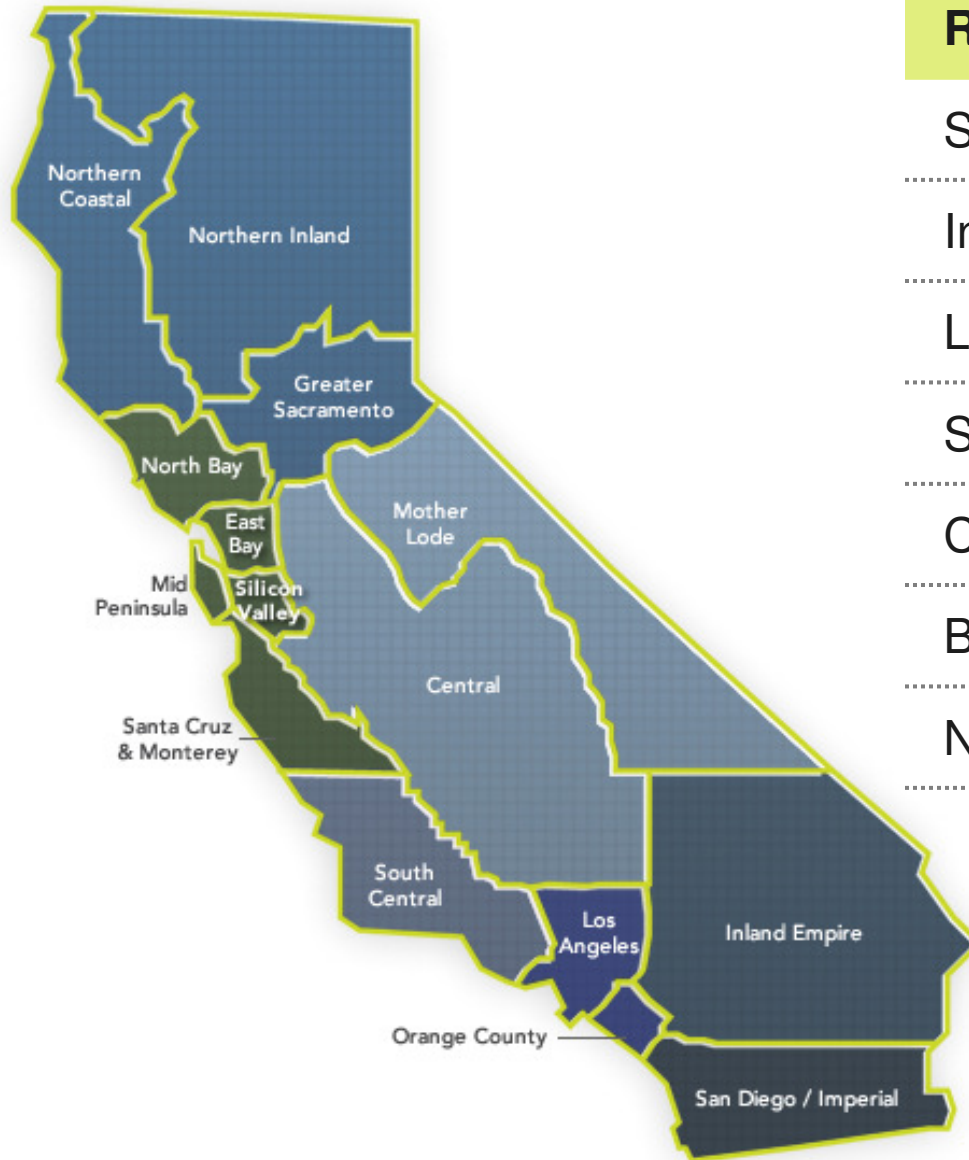
About the COE

The Centers of Excellence deliver labor market research customized for community college decision making and workforce development.

As a grant-funded technical assistance provider, the COE work with colleges, regions and the sector networks to:

- Identify opportunities and trends in high growth, emerging, and economically critical industries and occupations.
- Estimate the gap between labor market demand, available training, and existing or future workers.
- Help regions respond to workforce needs by providing them quality information for decision-making.

Regional COEs



Region	Director
San Diego-Imperial	Zhenya Lindstrom
Inland Empire/Desert	Lori Sanchez
Los Angeles-Orange	Interim
South Central	Laura Coleman
Central	Interim
Bay Area	John Carrese
North-Far North	Theresa Milan

Example Research Questions

- Should regional college(s) add courses or new programs?
Should the region reduce, modify or retire programs?
- Is there an adequate supply of trained workers to meet labor market demand now and in the near future?
- Is college curriculum in alignment with employer needs?
- What are skills and training requirements for emerging occupations?

Today's Conversation

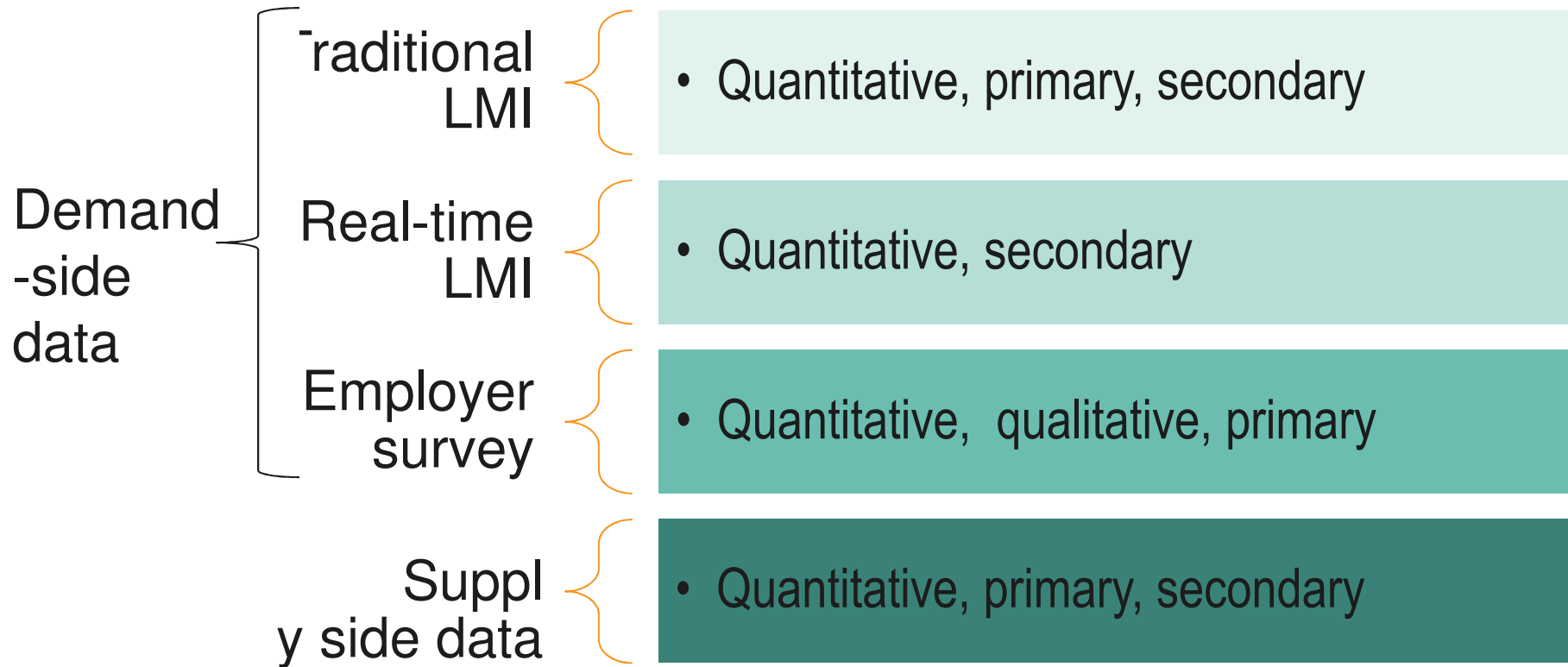
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Labor Market Information (LMI) Sources/Tools

1. Traditional LMI
2. Employer Surveys
3. Real Time LMI
4. Program Completions



Categories of LMI



Labor Market Information

Industry definition

North American Industry Classification System (NAICS)

- used to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data

Example:

23 Construction

236 Construction of Buildings

2361 Residential Building Construction

23611 Residential Building Construction

236117 New Housing For-Sale Builders

Industry data

What data is available?

- # of jobs
- # of establishments
- average earnings
- employment change
- occupations employed by industry
- location quotient



Labor Market Information

Occupation definition

Standard Occupational Classification (SOC) System

- used to classify workers into occupational categories for the purpose of collecting, analyzing, and publishing statistical data

Example:

15-0000 Computer and Mathematical Occupations

15-1100 Computer Occupations

15-1120 Computer and Information Analysts

15-1121 Computer Systems Analysts

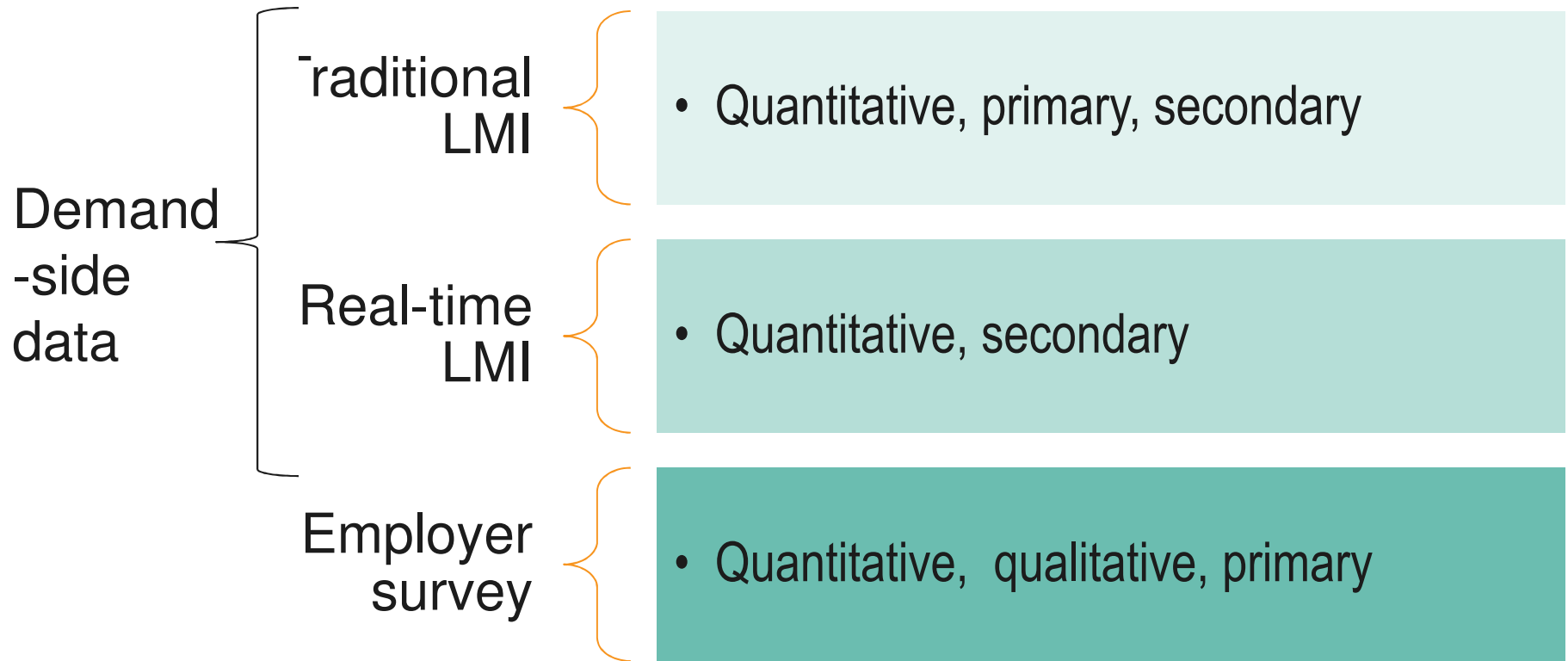
Occupational data



What data is available?

- # of occupational jobs
- jobs change (growth/decline)
- earnings (median, average, percentile)
- typical minimum education requirement
- jobs openings
- demographics

Categories of LMI



Economic Modeling Specialists, Inc.

(EMSI)

- Proprietary resource/ traditional LMI
(www.economicmodeling.com)
- Combines multiple sources of data; requires subscription to access online
- Provides data for a custom region (ZIP code or county level)
- Outputs Include:
 - **Industry & Occupational Employment Reports**
 - **Various Economic Indicators** (unemployment, export, import, etc.)
 - **Basic Demographic Reports**
 - **Program Completion Reports** (uses IPEDS data)

Economic Modeling Specialists, Inc. (EMSI)

Benefits

- Occupational reports (customized projections)
- Staffing patterns reports (what occupations are employed in an industry)
- Educational completion data conveniently packaged
- Provides multiple data elements in one place
- Easy to use and quick to share

Limitations

- Data limitations (e.g. reports data for 2-digit “catch-all” Government NAICS code; no breakdown for public education and other public services)
- No data for emerging industry or occupation
- Projections are based on historic data

Employer Surveys

- Online or phone surveys of firms
- Usually focused on a specific industry/ies and occupations
- Sufficient sample size to make valid employment estimates for the universe of firms
- Able to obtain real-time quantitative & qualitative data
- COE employer surveys include the following elements:
 - **Current & projected overall company employment**
 - **Current & projected employment for each occupation**
 - **Turnover/replacement rates & projections**
 - **Hiring challenges**
 - **Education/training preferences**
 - **Skills & knowledge deficiencies & needs**
 - **Other (awareness of existing programs, industry trends,...)**

Employer Surveys

Benefits

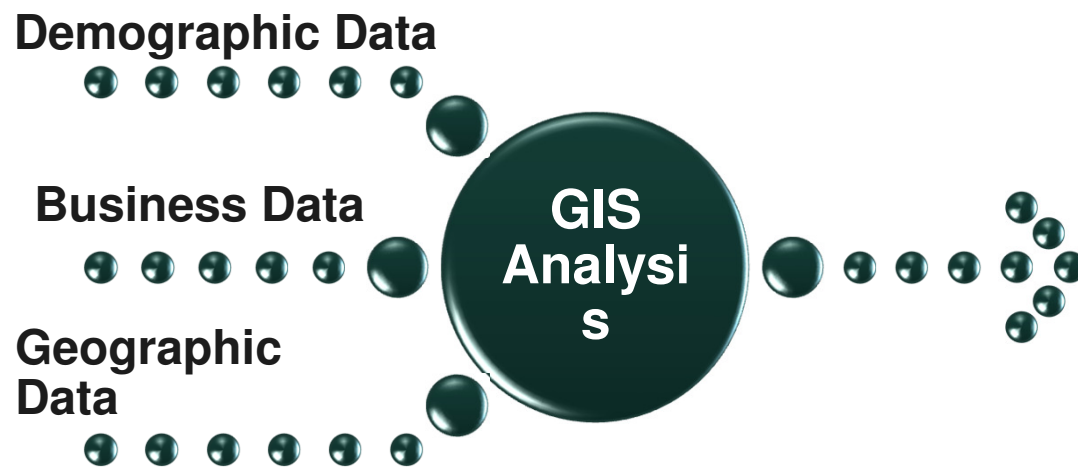
- Customizable (can include the questions that are of most interest to you)
- Ideal for understanding emerging occupations & industries
- Collects qualitative data (skill mismatch, employer preferences, etc.)
- Can be used as a marketing tool too

Limitations

- Cost
- Identification of a universe can be challenging
- Getting to a representative sample can be challenging
- Only short list of occupations
- Only short-term projections (1- or 3-year)
- Takes time to collect data

ESRI's Business Analyst

- An extension of Esri's software that provides a useful tool for mapping and analyzing businesses, industries, and communities.
- Available as an online tool as well



Outputs Include:

- Demographic data reports for a customized geography
- Demographic GIS Maps
- Business Distribution Maps
- Employment Maps
- Overlay maps of various boundaries
- Various analytical maps (simple ring, drive-time ring, etc.)

ESRI's Business Analyst

Benefits

- Visually displays business concentration & demographic data
- Provides access to the most up-to-date demographic data
- Generates listings of businesses for an specific industry
- Provides data for a custom geography (not just ZIP codes, but simple ring, drive-time, buffer, etc.)

Limitations

- InfoUSA business data limitations
- Data is static

Real time LMI

- Labor market intelligence derived from the analysis of job postings and resumes placed into public and private labor exchanges.
- Constantly “spidering” to thousands of online job boards such as Monster, Indeed, Dice...data aggregates job posting information pulled from the internet.



current saved past

Add a Filter

Employers

advertiser name add

combine employers

Applied Filters reset

Industry: u.s. industry

+ Custom Computer Programmin ...

source type: source type

- Third Party Postings

source type: source type

- Aggregator Sources

source type: source type

- National Sources

source type: source type

- Free Sources

location: state

+ California

location: state

My Market ?

Apply Filters

Custom Computer Programming Services

California
 excluding Third Party Postings; Aggregator Sources; National Sources;
 Free Sources

Methodology: New Jobs

summary listing

Time Series Chart

Chart data is updated:

You don't have any time series data.

Detail for Selected Location(s)

By Week By Month

Industry Groups by

Professional, Scientific and Technical Services
 Computer Systems and Related Services

Top Employers

Modis
 Collabera
 Agile Enterprise Solutions
 Cognizant Technology Solutions
 Helix America, Inc.

LABOR INSIGHT
 A BURNING GLASS SOLUTION

coleman@losrios.edu Report a problem Tips Training Video Account set

Dashboard Occupations Industries Skills & Credentials Employers Shared & Saved Reports

Search saved reports

1. Select location(s)

Job Openings with current selection(s): 691,920

Active selections

State: California



Zoom and pan to narrow your location, then click to

2. Show me: Demand for an occupation



Demand for skills and credentials



Analysis of an industry



Employers hiring in a selected region



Real Time LMI

Benefits

- Continuously updated
- Searchable occupational titles
- Names of employers posting job openings
- May include new and emerging occupations
- Can identify “hot” skills and certifications

Limitations

- Frequent duplication of job openings, often not easily detected
- Job openings do not equal vacancies
- Job postings vary across industries
- Over half of the listings are for Bachelors degrees and above
- Recruitment tool

Labor Market Information

Federal: Bureau of Labor Statistics (BLS)

UNITED STATES DEPARTMENT OF LABOR
A to Z Index | FAQs | About BLS | Contact Us | GO

BUREAU OF LABOR STATISTICS
Follow Us | What's New | Release Calendar | Site Map
 Q


Home | Subject Areas | Databases & Tools | Publications | Economic Releases | Beta

AUG 22
Preliminary count of 4,383 fatal work injuries in 2012, down from 2011 revised total
The preliminary count of fatal occupational injuries in the U.S. in 2012 was 4,383, down from the revised total of 4,693 in 2011. Overall, fatal occupational injuries are down nearly 25 percent since 2006.
[HTML](#) | [PDF](#) | [RSS](#)

AUG 20
From April to July 2013, the number of employed youth rose 2.1 million to 19.7 million
From April to July 2013, the number of employed youth 16 to 24 years old rose 2.1 million to 19.7 million. This year, the share of young people employed in July
[HTML](#) | [PDF](#) | [RSS](#)

08/19/2013 **Jobless rates up in 28 states, down in 8 in July; payroll jobs up in 32**
08/16/2013 **Productivity grows 0.9% in 2nd quarter 2013 (annual rate); unit labor**
08/15/2013 **CPI for all items increases 0.2% in July as gasoline and shelter index**
08/15/2013 **Real average hourly earnings falls 0.2% in July**
08/14/2013 **PPI for finished goods unchanged in July; finished core rises 0.1%**

BLS PUBLIC DATA API



Application Programming Interface

State: Employment
Development
Department (EDD)

State of California
Employment Development Department
CA.GOV

Contact EDD | Office Locator | Forms & Publications | Online Services

Home | Unemployment | Disability | Jobs & Training | Payroll Taxes | Labor Market Info

This Site California

Overview - Labor Market Information

The EDD promotes California's economic health by providing information to help people understand California's economy and make informed labor market choices. Please take a moment to help us improve our website by taking this brief [Website User Survey](#).

Top Statistics - July

- Unemployment Rate: 8.7% | +0.2
- Labor Force: 18,610,200 | -35,700
- Employment: 16,988,000 | -65,100
- Unemployment: 1,622,200 | +29,400
- Non Farm Jobs: 14,653,000 | +38,100
- UI Initial Claims: 244,713 | +19,710

LMI by Customer

- Job Seekers
- Business / Employers
- Economic Developers
- Educators / Trainers
- Workforce Partners
- Researchers
- EDD Staff

Información en Español

Self-Service Options

- Find Local Employers
- Training Information
- Occupational Guides
- Local Area Profiles
- Statewide Data Summary
- Monthly Data Release
- What's New
- GIS Maps

Top Links This Month

US Census



Employment

- About
- Data
- News
- Publications
- Related Sites
- Surveys/Programs
- Visualizations
- Working Papers

The U.S. Census Bureau collects data that measure the state of the nation's workforce, including employment and unemployment levels, as well as weeks and hours worked.

[Read More](#)

- [Commuting](#)
- [Disability Employment Tabulation](#)
- [Employers: Private Sector](#)
- [Employers: Public Sector](#)
- [Equal Employment Opportunity Tabulation](#)
- [Industry and Class of Worker \(Employees\)](#)
- [Labor Force Statistics](#)
- [Occupation](#)
- [Public Sector Employment and Payroll](#)
- [Work from Home](#)

Latest

- News
- Data
- Publications
- Work



Walking to Work Remains Unchanged from 2000

May 13, 2014

Walking to work has remained unchanged since 2000 after decreasing since 1980.



Biking to Work Increases 60 Percent Over Last Decade Bureau Reports

May 08, 2014

Many U.S. cities are seeing an increase in bicycle commuting according to a U.S. Census Bureau report released today.



BEA



Regional Economic Accounts



News Releases

- [Gross Domestic Product \(GDP\) by State](#)
- [Gross Domestic Product by Metropolitan Area](#)
- [State Personal Income](#)
- [Local Area Personal Income and Employment](#)
- [Real Personal Income for States and Metropolitan Areas](#)
- [Gross Domestic Product for the U.S. territories](#)



Data

- [Gross Domestic Product by State](#)
- [Gross Domestic Product by Metropolitan Area](#)
- [State Quarterly Personal Income](#)
- [State Annual Personal Income & Employment](#)
- [Local Area Personal Income & Employment](#)
- [Real Personal Income and RPPs](#)
- [Download complete data sets of the subjects listed above](#)
- [Economic Information for Coastal Areas](#)



O*NET Online

Occupational Profiles

The screenshot shows a web browser window with the URL www.onetonline.org/link/summary/47-1011.03. The page features the O*NET OnLine logo and navigation links: Help, Find Occupations, Advanced Search, and Crosswalks. The main heading is "Summary Report for: 47-1011.03 - Solar Energy Installation Managers". Below this, a description states: "Direct work crews installing residential or commercial solar photovoltaic or thermal systems." A note indicates: "This title represents an occupation for which data collection is currently underway." On the left side, there is a section for "Interests" with the code "E" and descriptions for "Enterprising - many decision", "Realistic — R animals, and r working closely", and "Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow."

Occupation Quick Search:

47-1011.03 - Solar Energy Installation Managers

www.onetonline.org/link/summary/47-1011.03

Apps mail p2c coe intra psoft curr inv health ancestry IE crafts

o-net O*NET OnLine
A proud partner of the americanjobcenter network

Help Find Occupations Advanced Search Crosswalks

Summary Report for:
47-1011.03 - Solar Energy Installation Managers

Direct work crews installing residential or commercial solar photovoltaic or thermal systems.

This title represents an occupation for which data collection is currently underway.

Interest code: E

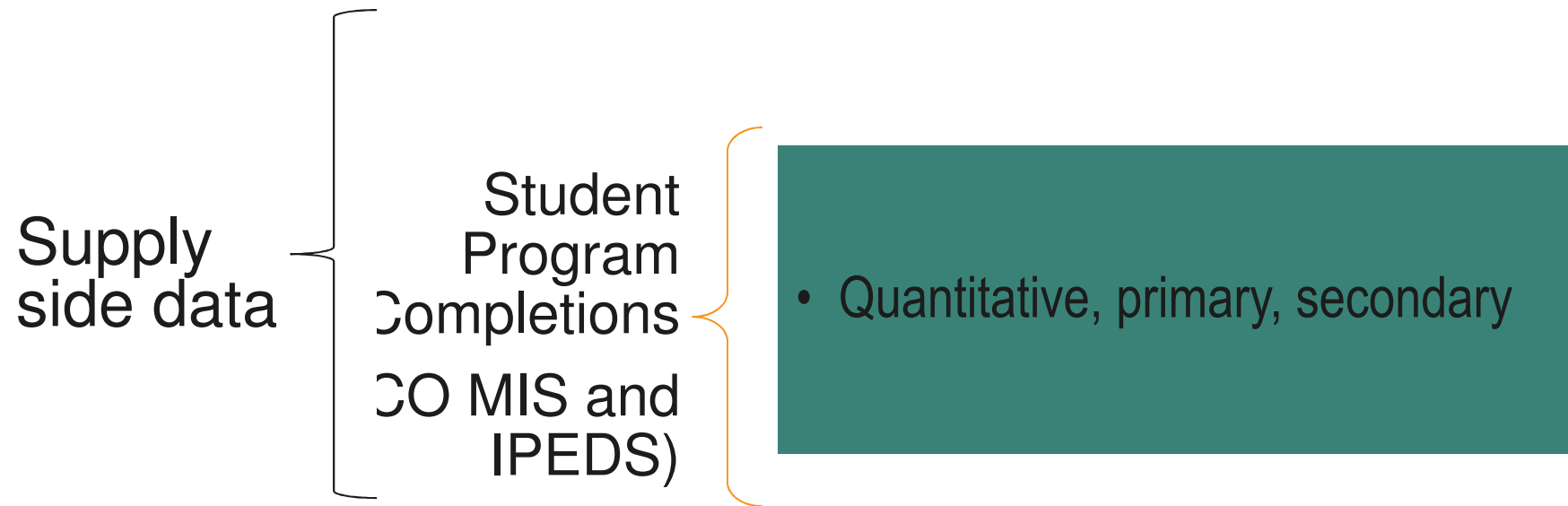
Enterprising - many decision

Realistic — R animals, and r working closely

Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.

onetonline.org

Categories of LMI





→ Outcomes

Basic Skills Cohort Progress Tracker

Progress report of Basic Skills Cohort

Retention/Success Rate

Course Retention and Success Rates

System Wage Tracker

Statewide Wage Outcomes by TOP Code

Grade Distribution

Grade distribution by credit status, T.O.P. code, day/evening status, and SAM code

Program Awards

Count of awards by award type, CDCP status and T.O.P. code.

College Wage Tracker

Collegewide Wage Outcomes based on 8 years cohort by TOP Code

Student Success Scorecard Metrics

Metrics measure intermediate progress and completion at each college, district and systemwide. The rates are available for students with various levels of college preparation and also by student demographic groups.

Transfer Velocity

Cohort based Transfer rate

Transfer Volume

Volume of transfers to In-State-Private (ISP) and Out-of-State (OOS) four year institutions. * Volume of transfers to CSU (CSU Analytic Studies)



CCC Curriculum Inventory

Filter

Select a college(s) and the type of filter(s) you would like to apply to the data, then click on "search".

College(s):

- Check All
- ALAMEDA
- ALLAN HANCOCK
- AMERICAN RIVER
- ANTELOPE VALLEY
- BAKERSFIELD
- BARSTOW

Courses/Programs:

Courses

Discipline / TOP Code (Alpha):

[All]

Discipline / TOP Code (Numeric):

[All]

Keyword:

Control Number:

LaunchBoard

www.calpassplus.org

g

The screenshot shows the Cal-PASS Plus website interface. At the top is a blue navigation bar with links: About Us, Join, Help, Contact, News, Links, My Profile, and Log-Out. Below the navigation bar is the Cal-PASS Plus logo, which includes a stylized orange star and the text "Cal-PASS Plus Partnership for Achieving Student Success". To the right of the logo is a circular image showing a group of diverse students in a classroom setting. Below the logo is a welcome message: "Welcome to Cal-PASS Plus, California's actionable system of data linking student performance from pre-K through 12, to college and the workplace." Underneath this is the heading "Explore Data and Collaborate" followed by four blue buttons: "Pre K-12 Schools", "Community Colleges", "Universities", and "Regional Learning Councils". Below these buttons is the heading "Education-to-Workforce Pipeline" and two dropdown menus: "Select Your Economic Region" and "Select Your County". At the bottom is a horizontal pipeline diagram with seven colored segments, each representing a stage of education and its associated outcomes.

About Us Join Help Contact News Links My Profile Log-Out

Cal-PASS Plus
Partnership for Achieving Student Success

Welcome to Cal-PASS Plus, California's actionable system of data linking student performance from pre-K through 12, to college and the workplace.

Explore Data and Collaborate

Pre K-12 Schools Community Colleges Universities Regional Learning Councils

Education-to-Workforce Pipeline

Select Your Economic Region OR Select Your County

Select region Select county

Early Childhood Education	Elementary School	Middle School	High School	Community College	University	Labor Market
School Readiness	Elementary Education	High School Readiness	College Readiness and Access	Certificates AA Degrees Transfers	Baccalaureate Completion	Employment Living Wage Jobs

LaunchBoard

The screenshot shows the top navigation bar with links: Overview, Resource Map, WEDD Grantee Resources, LaunchBoard, College Leadership Resources, WEDD Grants, Events, Newsroom, and Contact. Below the navigation bar is a dark grey header area containing the logo for California Community Colleges (CCC) with the text "CALIFORNIA COMMUNITY COLLEGES Doing What MATTERS FOR JOBS AND THE ECONOMY". To the right of the logo is a dropdown menu with options: Webinars, Training, Resources, and Workforce Credentials Coalition. Further right is a search bar with radio buttons for "Web" and "Site", a search input field, and a "Search" button. Below the search bar are two links: "Subscribe to eUpdates" and "Follow @WorkforceVan".

Below the header is a large banner for the "INTERACTIVE RESOURCE MAP". The banner features a map of California with various colored regions. Text on the banner includes "{california}" and "INTERACTIVE RESOURCE MAP". To the right of the map, there are several icons representing different sectors: "Advanced Manufacturing", "Information & Communication Technologies (ICT)/Digital", "Advanced Transportation", "Renewables", and "Energy (Efficiency) & Utilities".

www.doingwhatmatters.cccco.edu/LaunchBoard

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Group Think Exercise

1. What does this data tell you?
2. What are some of the risks/challenges?
3. What are some of the opportunities?
4. Implications for your program?
5. How can you use LMI for your program/department?
6. How can your college/district use LMI?

CC Applications for LMI

- Program Review
- College or District Strategic Planning
- Career Exploration for Students
- Program Creation
- Grant Application Support
- Update Existing Curriculum
- Employer engagement
- Regional program alignment
- Gap Analysis

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Online @



LinkedIn

Join the COE Group

Join Email List

The screenshot shows the top navigation bar with tabs for 'About Us', 'Our Services', 'Our Products', and 'Contact Us'. A dropdown menu is open under 'Our Products', listing: 'By Region', 'Environmental Scans', 'Customized Reports', 'Career Counseling Tools', and 'Program Development Tools'. To the right is a search bar labeled 'Search Our Website'. Below the navigation is a 'What's New' section with two articles: 'Recycling & Materials Management' and 'Focus on Manufacturing'. The background of the page features a woman in a business suit looking at a whiteboard with diagrams.

www.coecc
c.net

The screenshot shows the 'PATH 2 CAREERS' logo with the tagline 'Pathways To Emerging Careers'. Navigation links include 'Sign Up for eNews', 'Visit Centers of Excellence Site', 'Career Counseling Tools', 'Program Development Tools', 'Students', and 'Contact Us'. The main content area features a green 'Inform' section with a quote from Steve F. Harrington. Below this are four featured content boxes: 'Career Counseling Tools', 'Program Development Tools', 'Students', and 'Path2Careers eNews'. The background of the main content area shows a blue and green graphic with arrows pointing right and the text 'Choosing The RIGHT PATH'.

www.path2care
ers net

Thank You!

Contact a COE near you - www.coeccc.net/contact

Join our LinkedIn Group - [Centers of Excellence](#)

Visit us online at www.coeccc.net &
www.path2careers.net

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Region
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