

Using 21st Century Labor Market Information in Career Counseling

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Session Objectives

- ▶ Review what constitutes Labor Market Information and the various types of LMI
 - ▶ Discuss the value of LMI to vocational rehabilitation and career counseling
 - ▶ Share resources and LMI tools for use in career counseling
- 

Why is this an important topic?

- ▶ “A workforce system that is disconnected from business fails to meet the needs of jobseekers who do not obtain the training needed to obtain gainful employment ...”
- ▶ “...As businesses change and adapt to labor markets, a workforce development system that successfully partners with business must also evolve to ensure that jobseekers receive proper training and opportunities for in-demand careers.”

Maryland WIOA Plan

Labor Market



Defining Labor Market Information

“Labor market information includes all quantitative and qualitative data and analysis related to employment and the workforce”

- ▶ Wages
- ▶ Unemployment rate
- ▶ Demand and growth
- ▶ Industry trends and projections
- ▶ Demographics
- ▶ Career Information
- ▶ Skill Requirements
- ▶ Job Opportunities
- ▶ Business Cycle (expansion or downsizing)



Types of LMI

▶ Traditional



▶ Real-time



▶ Anecdotal



Quick LMI Quiz

According to the WIOA Maryland State Plan, which occupational category has the highest projected growth percentage:

- Business and Financial Operations
- Life, Physical and Social Science Occupations
- Healthcare Practitioners and Technical Occupations
- Computer and Mathematical Occupations

Which emerging occupation identified in the WIOA Maryland State Plan has the highest growth rate:

- Food Preparation and Serving Related Occupations
 - Personal Care and Service Occupations
 - Sales and Related Occupations
 - Office and Administrative Support Occupations
 - Transportation and Material Moving Occupations
- 

According to LMI available on the Maryland Workforce Exchange, what occupational category had the most job openings advertised online?

- Healthcare Practitioners and Technical Occupations
 - Management Occupations
 - Computer and Mathematical Occupations
 - Sales and Related Occupations
 - Office and Administrative Support Occupations
- 

Based on online job opening requirements, what was the most sought after certification in 2015?

- Commercial Driver's License (CDL)
 - Basic Life Support (BLS) Certification
 - Certification in CardioPulmonary Resuscitation (CPR)
 - Certified Nursing Assistant (CNA)
- 

CAREER COUNSELING

WHAT'S THE ONE WHERE YOU WORK YOUR OWN HOURS, HAVE NO BOSS, AND DO WHATEVER YOU WANT?

OH, YOU WANT TO SEE IMAGINARY CAREER COUNSELING, DOWN THE HALL TO THE RIGHT.

CAREER COUNSELING

Career Counseling Considerations



- Changing World
- Current Needs, Future Needs
 - Viable?
 - Sustainable?
- Projections and Trends
- Labor Market Information
 - Necessary for use in facilitating Informed Career Choices

LMI and VR Career Counseling



- Planning process; begins at initial interview
- Employment goal and "informed choice"
- Combining interests, aptitude and education with LMI
- Consumer participation - LMI Research
- Technical assistance from Business Services Representatives

DORS RSM II

604.02 Timeline for IPE Development

a. Career counseling – shall be initiated with applicants for VR services from the time of the initial interview, promoting informed choice and early engagement in the process. The counselor shall assure the individual is aware of accessible career resources and employment-related internet sites and begins other career assessment activities, e.g., informational interviewing, job shadowing, visiting post-secondary institutions or CRPs, as appropriate (see [Section 406](#)).

Plan for Employment

- ❑ The job outlook for this type of work is good.
- ❑ I have a job doing this type of work already.
- ❑ I have completed related training successfully
- ❑ I have experience doing this type of work.
- ❑ I have explored options and this is a good choice.
- ❑ I have successfully done this type of work before.
- ❑ I'm interested in jobs in that ONET Career Cluster
- ❑ I'm interested in jobs in that ONET Job Family
- ❑ The ONET lists this as a Green Economy Sector job
- ❑ The ONET lists this as a job with a Bright Outlook
- ❑ The ONET lists this job as a "S.T.E.M." Discipline

AWARE Links to LMI

The screenshot displays a web browser window with the following elements:

- Browser Address Bar:** <https://aware.dors.hq/prodaware/VR/Land>
- Page Title:** Main Menu - Agency Link
- Page Header:** Enterprise | Division of Rehabilitation Services (DORS)
- Links List:**

Aware On InDORS	WTC Case Manager Co...
Counselor Toolkit	AWARE Security Chang...
DORS Web Site	ONET OnJine ★
Fee Schedules	Maryland Workforce Ex... ★
Forms Manual	My Next Move ★
InDors	
Internet Explorer Setti...	
RSM's	
Service Category Entry	
- Taskbar:** Windows 7 taskbar with icons for Internet Explorer, Google Chrome, VLC media player, File Explorer, Microsoft Word, and ONET. System tray shows 125% zoom, 9:03 AM, and 10/3/2016.

LABOR MARKET INFORMATION



WHERE TO FIND IT

DLLR's Office of Workforce
Information and Performance

<http://www.dllr.state.md.us/lmi/>

The screenshot shows a web browser window displaying the MWEJobs website. The address bar shows the URL <https://mwejobs.maryland.gov/vosnet/Def>. The page features a search bar with the text "SEARCH FOR A JOB" and a prompt "Enter a keyword, employer name and/or city or ZIP code and radius to search for jobs in your area." Below the search bar are input fields for "Enter Keyword", "Enter Employer Name", "Enter City", "21401", and "10 mile".

The main content area is divided into four columns of navigation options:

- JOB SEEKER SOLUTIONS**
 - Find a Job
 - Create a Resumé
 - Education and Training
 - Career & Workforce Information
 - One-Stop Career Center Information
- BUSINESS SOLUTIONS**
 - Find a Candidate
 - Post a Job Opening
 - Education and Training
 - Job Market Trends
 - One-Stop Career Center Information
- LABOR MARKET INFORMATION** (highlighted with a red circle)
 - LMI Home
 - Area Profile
 - Occupation Profile
 - Industry Profile
 - Demographics
 - Publications
- TARGETED JOB SEARCHES & RESOURCES**
 - Apprentice Training JOBS
 - Cyber Security JOBS
 - State of Maryland JOBS
 - MARC Regional Green JOBS
 - Ultimate Employment Guide

At the bottom of the page, there are logos for the State of Maryland Department of Labor, Licensing and Regulation (DLLR), Maryland Jobs Now (a proud partner of the American Job Center network), and the EARN logo (EMPLOYMENT ACQUAN RIGHT).

The Windows taskbar at the bottom shows the system tray with the date 10/17/2016 and time 8:01 AM, along with various application icons.

<https://mwejobs.maryland.gov/vosnet/Default.aspx>

The screenshot shows the My Next Move website interface. At the top, the navigation bar includes the logo "MY NEXT MOVE" and "o-net in-it". Below the navigation bar is a large heading: "What do you want to do for a living?". Underneath this heading is a horizontal strip of five small images representing different professions: a lawyer, a pilot, a construction worker, a farmer, and a factory worker. Below the images are three main search options, each with a title, a description, and a button:

- "I want to be a ..."**: Search careers with key words. Description: "Describe your dream career in a few words:". Input field with examples: "doctor, build houses". Button: "Search".
- "I'll know it when I see it."**: Browse careers by industry. Description: "There are over 900 career options for you to look at. Find yours in one of these industries:". Dropdown menu showing "Administration & Support Services". Button: "Browse".
- "I'm not really sure."**: Tell us what you like to do. Description: "Answer questions about the type of work you might enjoy. We'll suggest careers that match your interests and training.". Button: "Start".

The Windows taskbar at the bottom shows the time as 10:38 AM on 10/17/2016.

<https://www.mynextmove.org/>

The screenshot shows a web browser window displaying the mySkills myFuture website. The browser's address bar shows the URL <https://www.myskillsmyfuture.org/>. The website header includes the logo "mySkills myFuture" and the tagline "a careeronestop website". Below the header, it states "A proud partner of the americanjobcenter® network".

The main content area features a three-step process:

- 1 Tell us a job you've had.
- 2 We'll find careers with similar skills.
- 3 Pick a career and explore!

The central section has a blue background with the text "Build a bridge to your new career." and a form labeled "Enter your current or past job." with a "FIND MY CAREER MATCHES" button. Below the form, it says "Already know the career you want to explore? [Select a Career](#)".

On the right side, there are three interactive buttons:

- Watch Help Video (with a video icon)
- Tell Us What You Think (with a speech bubble icon)
- New to the Workforce? Go to MY NEXT MOVE (with a magnifying glass icon)

The footer contains navigation links: "Get Video Help | About Us | Contact Us | Go to CareerOneStop | Site Privacy | Accessibility" and "Site Map | Tell Us What You Think | Developers | Download:". The Windows taskbar at the bottom shows the system tray with the date and time "10:27 AM 10/17/2016" and a zoom level of "100%".

<https://www.myskillsmyfuture.org/>

Connect Maryl... x IMPORTANT! x DORS Home x Office of Wor... x New Tab x Employment & x

https://www.doleta.gov

Apps Connect Maryland Ser... Wall Chart of State Vc... Workday stateofmaryl... New Tab On-boarding new hire... Valance Kitchen Valan...

 **UNITED STATES
DEPARTMENT OF LABOR**

f t i r e

Employment and Training Administration (ETA)

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 **Virtual Career Network**
Careers In Demand

Get Qualified for a
High-Paying Job and a
High-Growth Career!

Healthcare Green Transit

Explore careers from these Exciting Industries

■ ■ ■ ■ ■ ■

EMPLOYMENT SERVICES

- CareerOneStop
- MyNextMove

<https://www.vcn.org/index.php>

WHAT'S NEW

- FY 2017 Labor Surplus Area List Now Available **NEW**
- The Innovation and Opportunity Network (ION) **NEW**

Windows taskbar: Internet Explorer, Google Chrome, VLC, File Explorer, Word, OneDrive, PowerPoint, System tray: 12:41 PM 10/17/2016

<https://www.doleta.gov/>

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Compensation Planning Solutions



Search For Jobs



Determine Core Competencies



41% OF PEOPLE DIDN'T NEGOTIATE FOR THEIR CURRENT JOB

67% OF EMPLOYEES REGRET THIS

NEED THE STATS? PERSONAL SALARY INFO YOU NEED

NO REGRETS. START NEGOTIATING!

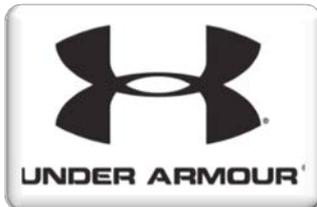
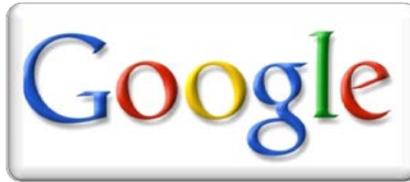


<http://manpowergroup.com/talent-shortage-2016>

Changing World

- Aging Workforce
- Lack of Succession Planning
- Ever Changing Market Conditions
- Workforce
 - Talent
 - Wages
- Technology
- Global Economy

What has Changed?



LMI Resources

- ▶ WIOA Maryland State Plan
<http://www.dllr.maryland.gov/wdplan/wdstateplan.pdf>
- ▶ Explore VR <http://www.explorevr.org/>
- ▶ LMI Fundamentals E-Learning Series
<https://www.workforcegps.org/resources/2016/04/08/10/30/Labor-Market-Information-Fundamentals>

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