

Labour Market Information for LBS Practitioners

A joint project of the
Learning Networks of Ontario – Western Region
Updated 2018



Project Partners



Agenda

1. Learning Objectives
2. Why You Need to Integrate LMI into LBS
3. All about Labour Market Information
4. Making Connections with Employment Services
5. National Occupational Classification (NOC)
6. North American Industry Classification System (NAICS)
7. Case Studies

Learning Objectives

At the end of this session, you will have enhanced

- understanding of labour market information and where to get it
- knowledge of how to use LMI to better assist your learners/clients
- ability to bridge LBS learners to employment (including an employment goal tracker)

Why You Need to Integrate LMI into LBS

LMI is one of the most effective tools that people can use to find a job when they are ready to join the labour market.

- a. learner plans
- b. connections to Employment Services

Benefits of Using LMI

Using LMI with learners/clients will

- help to determine whether a goal is realistic and achievable within personal timelines
- give them concrete goals to work towards
- help to determine what skills and education are needed to get the job

Benefits of Using LMI with Learners

Using LMI with learners/clients will

- provide skill profiles to use as a tool for practitioners to build or find task activities
- help practitioners recognize when to refer learners to Employment Services
- help with initial and ongoing assessments as a self-tracking tool to see how learners are progressing toward their employment goals

All about Labour Market Information

What is Labour Market Information?

- knowledge, facts and statistics about industries, occupations, skills
- trends
- labour market activities and indicators



What can LMI tell us?

- supply and demand
- labour market conditions
- trends
- future demand or outlook



Sources of LMI

Have you used Labour Market Information for

- yourself
- your learners
- other?

What type of information did you use?

Sources of LMI

Ontario's Labour Market

The screenshot shows the Ontario Labour Market website. At the top, there is a search bar and a navigation menu with 'Français' and 'MENU'. Below the search bar, the heading 'Ontario's labour market' is followed by a brief description: 'Labour market information and statistics can help you plan your career. Learn more about work trends and the skills, education and training you need for jobs today, and in the future.'

Underneath, there are two columns of links. The left column, titled 'On this page', lists seven items: 1. September 2018 snapshot, 2. Search job profiles, 3. Labour market reports, 4. Labour market information, 5. Where we get our information, 6. Frequency of job profile updates, and 7. Read labour market reports. The right column, titled 'Related', lists three items: College graduate outcomes (Employment Profile), University graduate outcomes, and Ontario Skills Passport.

Below these columns is a 'September 2018 snapshot' section with three circular statistics: 7.3m are employed (purple circle), 81% in full-time jobs (orange circle), and 5.9% are unemployed (blue circle).

Sources of LMI

Job Bank (Government of Canada)

The screenshot shows the Job Bank website. At the top, there is a navigation menu with 'Jobs', 'Immigration', 'Travel', 'Business', 'Benefits', 'Health', and 'Taxes'. Below the navigation menu, there is a breadcrumb trail: 'Home > Jobs and the workplace > Job Bank'. There is also a 'Job Bank' button and a 'Menu' icon.

The main content area features the heading 'Your career starts here' and a search bar. Below the search bar, it says 'Search 82,132 job postings in Canada'. The search bar contains the text 'Example: line cook in Saskatoon' and a 'SEARCH' button. Below the search bar, there are options to sort by 'Best Match', 'Date Posted', and 'Last 30 days', and an 'Advanced' search option.

At the bottom, there are links to search jobs for various categories: Student, Part-time, Management, Retail and sales clerk, and Indigenous.

Sources of LMI

Ontario Skills Passport



Sources of LMI

Measure Up by SkillPlan



Sources of LMI

Workforce Planning Ontario



Making Connections with Employment Services

Making Connections with Employment Services (ES)

Everyone can access self-service Resources and Information (RI) provided by ES including employed or unemployed job seekers, employers and students.

More intensive assisted services are available for eligible job seekers including those who are unemployed (or working less than 20 hours/week) and out of school/training.

When to Refer Learners to ES

| Service | At Entry into LBS | Ongoing in the Program | At Exit |
|---------------------------------|---|---|--|
| Resource and Information Centre | Career Exploration | For interim employment goals | For job posts, printer/fax, etc. |
| Funding Stream | Second Career Eligibility Youth Job Connection | | Wage incentives, apprenticeship scholarships, etc. |
| Workshops and Training | | I.e., job searching, resume building, WHMIS, etc. | |
| Assisted Services | | | Assisted job search, on-the-job training, etc. |

Employment Goal Tracker

This is a set of tasks to help learners/clients track their progress towards their employment goal.

The tracker

- can be used with learners in any goal path
- can be used as a discrete module or group activity
- may take days/weeks to complete (includes referrals to Employment Services)

Employment Goal Tracker

Sections of the task include

1. About You
2. Career Exploration
3. Employment Goal Profile
4. Preparing for Employment
5. Making the Transition

Available - <http://abea.on.ca/wp-content/uploads/ToolsandResources/3-EmploymentGoalTracker-Hardcopy2018.pdf>

Employment Goal Tracker Digital

Use this to track your progress towards your employment goal. Even if you are unsure of your goal, this task will help you with goal setting and planning. This task can be helpful even if you are working towards a goal path that isn't employment.

There are directions for you as you move through the task.

Sections

| | |
|-----------------------------|----|
| 1. About You | 2 |
| 2. Career Exploration | 3 |
| 3. Employment Goal Profile | 10 |
| 4. Preparing for Employment | 14 |
| 5. Making the Transition | 15 |

Websites

To get to a website, hold down the "Ctrl" button and click the [blue link](#).

To print from a website

1. Right click on the page - click on "Print" - click "Print" from the window
2. Press "Ctrl" and "P" - click "Print" from the window

Portfolio

You will be collecting resources as you work through the task. Keep these to create an employment goal portfolio.



National Occupational Classification (NOC)

NOC

NOC system uses 4 digit codes that are updated by ESDC and Statistics Canada according to 5 year Census cycles

- 1 skill type
- 2 skill level
- 3 separates major groups into minor groups
- 4 separates minor groups into unit groups

NOC

| When the first digit is | The skill type category is |
|-------------------------|--|
| 0 | Management occupations |
| 1 | Business, finance and administration occupations |
| 2 | Natural and applied sciences and related occupations |
| 3 | Health occupations |
| 4 | Occupations in education, law, social, community and government services |
| 5 | Occupations in art, culture, recreation and sport |
| 6 | Sales and service occupations |
| 7 | Trades, transport and equipment operators, and related occupations |
| 8 | Natural resources, agriculture and related production occupations |
| 9 | Occupations in manufacturing and utilities |

NOC

| When the second digit is* | The skill level category is |
|---------------------------|---|
| 0 or 1 | Level A – University education is usually required |
| 2 or 3 | Level B – College or apprenticeship training is usually required |
| 4 or 5 | Level C – Secondary schooling or occupation-specific training is usually required |
| 6 or 7 | On-the-job training is usually provided |

*Except when the first digit is 0, which indicates a management occupation, then the skill is always level A

Example

3 - Health occupations

32 - Technical occupations in health (Skill Level B)

322 - Technical occupations in dental health care

3222 - Dental hygienists and dental therapists

NOC Search

Open a search engine - search "NOC 2016" and
employment title

Try

- cashier
- plumber
- office clerk

North American Industry Classification System (NAICS)

NAICS

- designed and maintained by Service Canada
- joint effort between Canada, US and Mexico
- based on economic activity such as agriculture, health, manufacturing, etc.

NAICS

The structure of NAICS is hierarchical. It is composed of five levels.

level 1: sectors (two-digit codes)

level 2: subsectors (three-digit codes)

level 3: industry groups (four-digit codes)

level 4: industries (five-digit codes)

level 5: Canadian industries (six-digit codes)

Example

62 - Health Care and Social Assistance

621 - Ambulatory Health Care Services

6213 - Offices of Other Health Practitioners

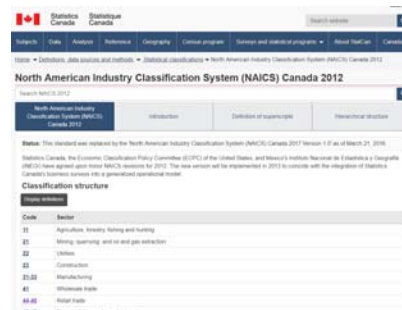
62131 - Offices of Chiropractors

Search the NAICS

Use a search engine and search “NAICS” and then the employment title – this could result in a sector listing and then you can choose from there to get to the 6 digit code.

What sectors could be searched for

- cashier
- plumber
- office clerk



Activity - Bringing it all Together

Case Studies

What kinds of LMI may help individuals make the most informed decisions about their future career paths?

Step 1 Read the case study and the activity.

Step 2 Answer the questions using the resources you have been given.

Revisiting Our Objectives

At the end of this session, you will have enhanced

- understanding of labour market information and where to get it
- knowledge of how to use LMI in the classroom to better assist your learners/clients
- ability to bridge LBS learners to employment (including an employment task)

LMI Tools

- Labour Market Information for LBS/ES Practitioners - Booklet (with Additional Resources)
- Labour Market Information - Helpful Resources - Poster
- Employment Goal Tracker
- READ Kit 2.0 / Information and Referral Tool
- LMI Case Studies Available - www.abea.on.ca

Questions and Answers

For More Information and to Download Materials

Learning Networks of Ontario

www.learningnetworks.ca

Adult Basic Education Association

www.abea.on.ca

Sara Gill

director@abea.on.ca